

Brand Protection

Public Guidelines for use of FIFA's Official Marks

These Public Guidelines may be updated periodically. Please check FIFA's website www.FIFA.com for the latest version.

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SECTION 1 – PURPOSE OF THE PUBLIC GUIDELINES

FIFA’s tournaments FIFA tournaments are exciting events for the football community and each tournament enjoys interest from sports fans and the business world alike. Many entities, organisations, businesses and non-commercial organisations may want to be part of these events.

Support by FIFA Rights Holders It is important to note that due to the enormous cost of staging such large events, FIFA would not be able to organise the tournament without the significant support of its commercial affiliates, the host country and host cities, as well as the Local Organising Committee (“LOC”). These stakeholders all make vital financial contributions to ensure that these privately funded events can be staged. In return for this critical support, FIFA’s Rights Holders (see Annex 1 for more information) are guaranteed an association with the competitions, especially the exclusive right to use the Official Marks for promotional and advertising purposes.

Why is it important to protect the exclusivity of the FIFA Rights Holders? Any unauthorised use of the Official Marks by another party not only undermines the integrity of the tournaments and the marketing programmes, but also puts the interests of the worldwide football community at stake. The FIFA Rights Holders will only invest in a FIFA tournament if they are provided with this exclusivity for the use of the Official Marks. If anyone could use the Official Marks for free and create an association with one of the tournaments, there would be no reason to become a Rights Holder. This would mean that FIFA could not appoint any Rights Holders and could not secure the funding of the tournaments from such revenues.

Therefore, the protection of the commercial rights is crucial for the funding of the tournaments, and FIFA asks that non-affiliated entities respect FIFA’s intellectual property and conduct their activities without commercially associating with FIFA’s tournaments.

General information and guidance These Public Guidelines are designed to offer guidance and information to the general public in this respect.

Please note that these Public Guidelines are NOT a licence or legal document and do not confirm whether or not an activity infringes any rights in relation to FIFA’s tournaments. We regret that FIFA cannot provide individual feedback on each potential use of its Official Marks. It is the responsibility of third parties to seek their own advice.

Third Parties – How to benefit without association? The experience from previous FIFA tournaments has shown that there are many ways an entity can benefit from a tournament without using the Marks or commercially associating itself with it (Please see Section 4 below).

Media The news media are welcome to use the Official Marks for legitimate editorial and information purposes, provided that such use does not create any undue association between the tournament and any entities other than FIFA’s commercial affiliates. This is addressed in Annex 2.

Public viewing events Any public viewing events showing footage from the matches of FIFA’s tournaments should avoid creating an unauthorised association with third

parties which are not FIFA sponsors. Public Viewing Guidelines may be issued separately by FIFA at a later stage and will be available on www.FIFA.com.

Territory

These Public Guidelines apply to activities by any third parties on a worldwide basis, including in the host country, and are subject to local jurisdiction.

SECTION 2 – OFFICIAL MARKS

Official Marks FIFA has developed and protected an assortment of logos, words, titles, symbols and other trademarks which it will use, or allow others to use, in relation to each FIFA tournament (the “**Official Marks**”). The most important Official Marks are described in more detail below:

Official Emblem FIFA owns rights in the individual graphic and word elements, which combine to make up the Official Emblem as a whole, and these are protected by copyright, trademarks and/or other laws of intellectual property.

Official Mascot The Official Mascot is protected by copyright and trademark.

Official Look The Official Look is protected by copyright.

Official Trophy The Official Trophy is protected by copyright and trademark.

Please refer to Annex 3 for an overview of the Official Marks that have been developed for a specific FIFA tournament.

Please note that this is not a full list of the trademarks FIFA develops and protects. For a full list of FIFA’s trade marks in any specific country, and the specific goods and services for which they are protected, one should seek advice from a local trade mark attorney or contact the national Patent Office.

FIFA.com Logo



The FIFA.com logo may only be used on a website as a hyperlink to the homepage of the official website www.FIFA.com, subject to specific prior approval by FIFA.

Protection The Official Marks are protected in the host countries and territories around the world by trademark registration and/or copyright laws and/or other laws of intellectual property such as unfair competition or passing off. Such laws collectively protect FIFA against the unauthorised use of both identical reproductions of the Official Marks and also confusingly similar variations and modifications.

SECTION 3 – EXAMPLES OF USE (“Do’s and Don’ts”)

General principle

In order to provide some guidance to the general public, the below section sets out FIFA’s position concerning some common examples of unauthorised commercial association with FIFA’s tournaments (“**Unauthorised Association**”) and some examples of activities which can be considered “legitimate”.

This section intends to assist third parties who wish to avoid any unauthorised association with the tournament. Clearly it is not possible to set out all different situations, or comment on the different legal sanctions that may apply in each country. In these examples, references to the Official Marks include similar variations of such Official Marks (see Section 2 above).

Please note: These examples are given for illustrative purposes only

If FIFA writes to you to explain that a certain activity which you thought was in compliance with these Public Guidelines does in fact create an unauthorised association, we ask you to please respect FIFA’s rights in the Official Marks.

These guidelines are not to be used by companies who deliberately intend to ambush FIFA’s marketing rights as a tool to carefully avoid legal liability. The above scenarios are artificially simplistic in order to provide practical assistance to companies who have an honest intention to avoid unfairly associating with FIFA’s tournaments. Past experience has shown that companies who try to use these guidelines as a defence to an act of unfair association or infringement are unsuccessful.

We hope you appreciate that it is not possible to illustrate every possible scenario of acceptable use compared with unauthorised association and we trust that you will cooperate with FIFA’s requests. For this reason, all of FIFA’s rights are explicitly reserved.

These Public Guidelines only address rights owned by FIFA and do not contain or indicate any statement with respect to any rights, or relates in any manner in relation to, any rights held by any third party, such as players, clubs, member associations, confederations or other entities and organisations.

Advertising / promotions



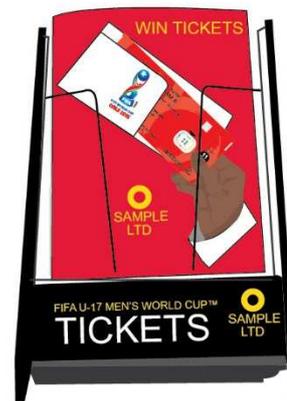
General advertisement: An advertisement using general football terms/imagery does NOT create an Unauthorised Association.



General advertisement: an advertisement using an Official Mark (such as emblems, words, slogans, event titles, etc.) creates an Unauthorised Association.



Ticket Promotion: any type of ticket promotion (including on-line auctions and promotional competitions), unless organised by a FIFA Rights Holder creates an Unauthorised Association.



Contest/Game/Lottery: any type of contest, game or lottery using an Official Mark creates an Unauthorised Association.



Informational / editorial use



Editorial use: any legitimate editorial use does NOT create an Unauthorised Association



“Infomercial/Advertorial”: there is no legitimate justification for the commercial use or presentation of editorial content by third parties using an Official Mark as this creates an Unauthorised Association



Match schedule



The editorial, non-commercial use of the match schedule by the news media does NOT create an Unauthorised Association.



The commercial use of the match schedule, specifically for advertising, creates an Unauthorised Association.



Please note: The match schedule of the Event is protected by copyright and other IP rights in many countries around the world. News media companies are allowed to publish the match schedule to inform the public about the tournament, but it must be ensured that the match schedule is not published with any unauthorised commercial branding upon, next to, or in relation to the match schedule.

Company/ business names



General terms: A general football-related business name does NOT create an Unauthorised Association (provided it is not used together with tournament indicia, imagery or reference, or the name)



Official Marks/event titles: the use of an Official Mark as part of a business name does create an Unauthorised Association.



Merchandise



General football terms: Merchandising items with general football terms or host country-related terms or national flags do NOT create an infringement of FIFA's rights (provided it is not used together with tournament indicia, imagery or reference, or the name)



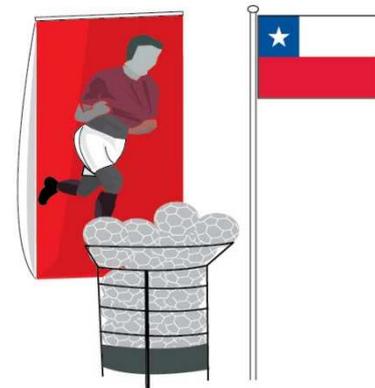
Official Marks/event titles: The use of an Official Mark on a merchandising item creates an infringement of FIFA's rights.



**In-store decoration
(restaurants, bars,
retail outlets)**



General terms: general football-related or host country-related in-store decoration does NOT create an Unauthorised Association.



Official Marks/event titles: The use of an Official Mark as part of an in-store decoration creates an Unauthorized Association.



**Internet/wireless
technology**



Legitimate domain Names/URLs: The use of an Official Mark in an URL can be considered legitimate and descriptive use if it comes after the domain name.



“Commercial use”: Official Marks may not be used together with, or in proximity to, a company logo or commercial reference (such as ‘Brought to you by ...’ or ‘Sponsored by ...’, etc. or used on a stand-alone basis, in a fixed position or in a recurring way on a website (particularly including repetitive use of the Marks in the corner of a special edition or on each successive web page of a special subsection of a website).





Domain Names/URLs: In general, Official Marks cannot be incorporated in domain names (or into a URL identification which comes before the domain name) for websites with commercial content.



Hyperlinks: Official Marks may not be used as hyperlinks or shortcuts on the Internet (for the use of the www.FIFA.com hyperlink, please see Section 2 above).



MMS/SMS/WAP/Mobile Phone services: It is not permitted to use an Official Mark or broadcast content for MMS, SMS, WAP, I-MODE or any similar mobile or wireless technology. Event titles may be permitted under local law for descriptive use in SMS, Mobile Phone news and update services (provided the use does not create a risk of confusion that the service in any way connected with the tournament).



“Get Up” (the look and feel of the website): Official Marks may not be used as part of the “get up”, overall structure or design of a website (including background or wallpaper designs), or as a major constituent of a transitional introductory web page of a website.





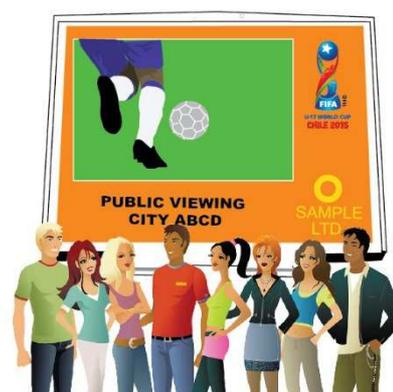
Social Media: Official Marks may not be used to create the impression that a page is officially related to the tournament (e.g. by featuring Official Marks as a profile picture).



Public viewing events



Commercial Branding: Any public viewing event showing the broadcasts of the matches should avoid creating any Unauthorised Association and cannot be branded with commercial logos or sponsor signage without the specific prior written approval of FIFA. More detailed Public Viewing Guidelines may be issued separately by FIFA at a later stage and will be available on www.FIFA.com.



SECTION 4 – GENERAL BENEFITS (“HOW TO GET INVOLVED”)

General Principle In general, there are many ways an organisation, institution or entity can benefit from FIFA’s tournaments without using the Official Marks or commercially associating itself with them.

The below section intends to set forth some examples of such benefits and opportunities:

Service Provider Be a service provider or supplier in relation to the preparation and organisation of the tournament:

- Be a service provider or supplier for the stadia construction and other general infrastructure requirements. For any details on the LOC service procurement process, please contact the LOC directly.
- Be a service provider or supplier for events, functions and activities staged by FIFA and/or the LOC in relation to the tournament.
- Be a service provider or supplier for events staged by the Host Cities.
- Be a service provider or supplier for events and other promotional activities by the FIFA Partners and National Supporters.

Hospitality Package Buy a hospitality package and invite corporate guests and customers. Hospitality packages will go on sale at a later stage. This will be communicated via the media. Further information will be available on FIFA’s website www.FIFA.com.

Product License Buy a product license from FIFA for the production of Official Licensed Merchandise products.

Co-promotions Engage in a co-promotion with one of the FIFA Partners and National Supporters. Please contact such entities directly, as FIFA is not authorized to provide any contacts details of such entities. For information on the entities, please see Annex 1 to these Marketing Guidelines.

General Football Promotions Conduct general football promotions without any reference or association to the tournament (i.e. benefiting from the increased general attention to football in the host country).

Support Grass Roots Football Support local football in the host country or your home country – grass roots football needs support. Companies can conduct football promotions associating with their local property without associations to a tournament.

SECTION 5 – CONTACT INFORMATION

FIFA

You can order the Official Marks by completing the appropriate request form at the website:

www.FIFAdigitalarchive.com

**National
Organising
Committee**

For any enquiries in relation to the LOC procurement process for the provision of services in relation to the preparation for FIFA's tournaments, please contact the relevant LOC.

ANNEX 1 – GENERAL BACKGROUND

FIFA's tournaments

Fédération Internationale de Football Association ("**FIFA**") is the world governing body of association football. FIFA appoints a Football Association, one of its member associations, with the organisation and staging of a FIFA tournament, and the host country Football Association then creates the Local Organising Committee ("**LOC**").

FIFA is the owner of all rights in relation to FIFA's tournaments, which includes all media, marketing, licensing and ticketing rights.

FIFA Rights Holders

FIFA's tournaments are privately funded events. It would not be possible to cover the huge costs needed to organise such events without the significant financial contributions provided by the entities to which FIFA grants certain tournament-related rights ("**FIFA Rights Holders**").

FIFA Rights Holders are granted with a detailed package of advertising, promotional and marketing rights in relation to a tournament for a specific territory. An overview of the Rights Holders for any FIFA tournament can be found at the tournament section of FIFA.com

- **Licensees**

FIFA Licensees are such entities to which FIFA has granted or will grant the right to use the Official Licensed Product logo on items of merchandise.

- **Broadcast Partners**

Official Broadcasters are such entities to which FIFA has granted or will grant the right to broadcast and/or transmit the feed of any match of a FIFA tournament.

Any parties interested in obtaining a public viewing licence for the public transmission of a TV signal of a FIFA tournament should contact FIFA by e-mail: broadcast_rights_management@fifa.org

Further details on the FIFA Rights Holders are available on www.FIFA.com.

ANNEX 2 – MEDIA INFORMATION

USE OF THE OFFICIAL MARKS OF FIFA’S TOURNAMENTS

Introduction	FIFA welcomes the news media providing editorial coverage of its tournaments and understands that the news media wishes to use the Official Marks in connection with their editorial coverage. Therefore FIFA provides high quality digital images of the Official Marks to the news media without charge to use in their editorial coverage.
	This Media Information seeks to set forth some general guidelines for the news media on how to use the Official Marks in a manner that is consistent with legal freedoms, but yet respects FIFA’s marketing programme and the rights of FIFA’s Rights Holders. Nothing in this document is intended to control or restrict in any way the content of news stories and editorials on FIFA’s tournaments by the news media.
Terms of use of the marks	The news media may use the Official Marks in editorial coverage of a FIFA tournament in compliance with the following principals:
Editorial use	For the purpose of identifying or illustrating articles about or news coverage of a FIFA tournament. However the Official Marks cannot be used as an integral part of the layout of a publication or as elements of the brand of a publication.
No promotional / advertising use	The Official Marks cannot be used for any advertising or promotional purposes by the print media, including on any products for commercial purposes, e.g. in any competition, lottery or other type of contest. Regarding broadcasters, specific guidelines will follow.
Use of match schedule	The news media are welcome to use FIFA’s match schedule as part of its news reporting of the tournament but care should be taken to avoid creating any Unauthorised Association with third parties that are not Rights Holders for the tournament (e.g. by advertising of commercial sponsorship of or near the feature).
Use on front covers	The Official Marks can be used on the front covers of newspapers to illustrate editorial articles as mentioned above. But care should be taken when the Official Marks are used on the front covers of print magazines or special edition print publications. The appearance of the Official Marks in the content and title of such products is most likely to be mistakenly perceived by consumers as an indication that the print publication is licensed by FIFA.
Use of match tickets	The use of match tickets for any type of competition, sweepstake or promotion is expressly forbidden unless it is organised by a FIFA Partner or National Supporter and subject to the specific written permission of FIFA.
Graphic guidelines	The Official Marks should be used in compliance with FIFA’s graphic guidelines which you will receive from FIFA along with high quality digital files of the requested reproduction artwork.

No association

The Official Marks must not appear in such a way as to suggest an association between FIFA or a FIFA tournament on the one part and the user, its trade name, logo or other marks, or the user's goods and services, on the other part

No third party association

The news media should not authorise any third party to use or associate themselves with the Official Marks and should not use the Official Marks in such manner that allows any third party to gain an Unauthorised Association with a FIFA tournament. The Official Marks should be clearly separated from third party advertisements in order to avoid any confusion. Extreme care should be taken for publications, or sections of publications, sponsored by third parties as the risk of mistaken third party association is high.

FIFA Digital Archive

The news media may order the Official Marks by completing the Media Mark Request Form at the website www.FIFAdigitalarchive.com.

ANNEX 3 – FIFA U-17 World Cup Chile 2015

OVERVIEW OF THE OFFICIAL MARKS

Official Marks

FIFA has developed and protected an assortment of logos, words, titles, symbols and other trademarks which it will use, or allow others to use, in relation to the FIFA U-17 World Cup Chile 2015™ (the “**Official Marks**”). The most important Official Marks are described in more detail below:

Official Emblem



FIFA owns rights in the individual graphic and word elements, which combine to make up the Official Emblem as a whole, and these are protected by copyright, trademarks and/or other laws of intellectual property.

Official Mascot



The Official Mascot is protected by copyright and trademark.

FIFA U-17 World Cup Trophy



The FIFA U-17 World Cup Trophy is protected by copyright and trademark.

Official Slogan

UNA FIESTA EN NUESTRA CANCHA

FIFA.com Logo

The FIFA.com logo may only be used on a website as a hyperlink to the homepage of the official website www.FIFA.com, subject to specific prior approval by FIFA.

Protection

The Official Marks are protected in Chile and territories around the world by trademark registration and/or copyright laws and/or other laws of intellectual property such as unfair competition or passing off. Such laws collectively protect FIFA against the unauthorised use of both identical reproductions of the Official Marks and also confusingly similar variations and modifications.