

The FIFA Rights Protection Programme

at the 2010 FIFA World Cup South Africa™



Fédération Internationale de Football Association

Communications and Public Affairs Division FIFA-Strasse 20 P.O. Box 8044 Zurich Switzerland
Tel.: +41-(0)43-222 7777 Fax: +41-(0)43-222 7878 www.FIFA.com

FIFA®

For the Game. For the World.



What is the FIFA Rights Protection Programme?

The FIFA World Cup™ is the world's largest single-sport event, attracting wide-ranging interest from both sports fans and business people alike. It is however important to remember that it is still privately funded. For the 2010 FIFA World Cup South Africa™, FIFA's Commercial Affiliates, the host country and the nine Host Cities, as well as the Local Organising Committee have all made significant contributions in order to make the tournament possible. These range from financial contributions, value-in-kind and human resource support, through to the provision of infrastructure, transport and security.

In return for this substantial investment, these entities—known as the FIFA Rights Holders—are guaranteed exclusive use of the Official Marks and an exclusive marketing association with the 2010 FIFA World Cup™. Without this exclusivity, attracting official sponsors for the event

would be extremely difficult. This in turn would damage FIFA's ability to stage its eleven other international tournaments, many of which are staged at youth level and in the women's game, in addition to the promotion of the game and related social programmes. Any unauthorised use of the Official Marks by another party therefore not only undermines the integrity of the FIFA World Cup™ and its marketing programme, but also puts the interests of the worldwide football community at stake.

For this reason, FIFA works all year and all around the world to ensure that its official trademarks and other intellectual property rights are properly protected and enforced. The Rights Protection Programme is aimed primarily at tackling organised ambush marketers, counterfeiters and unauthorised traders, all of whom seek to profit from an event to which they have not contributed.

"The FIFA Rights Holders are guaranteed exclusive use of the Official Marks..."

Who are FIFA's Commercial Affiliates?

The entities guaranteed exclusive use of the Official Marks and an exclusive marketing association with the 2010 FIFA World Cup™.

Official Licensees:

Entities to which FIFA has granted the right to use the Official Marks on items of merchandise on a direct basis or through the Global Brand Group acting as FIFA's licensing representatives.

Official Broadcast Partners:

Entities to which FIFA has granted rights to broadcast and or transmit a feed of any match in the 2010 FIFA World Cup™.

Official Sponsors:

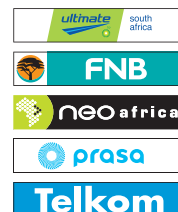
FIFA Partners



FIFA World Cup™ Sponsors



National Supporters



What are the Official Marks?

FIFA has developed and protected an assortment of logos, words, titles, symbols, and other official trademarks.



The Official Emblem



The Official Mascot



Official Posters



The FIFA World Cup Trophy

The most important trademarked terms include, but are not limited to:

2010 FIFA World Cup South Africa™	2010 FIFA World Cup™	FIFA World Cup™
World Cup	World Cup 2010	Football World Cup
SA 2010	ZA 2010	South Africa 2010
Ke Nako – Celebrate Africa's Humanity	Soccer World Cup	Zakumi

For the full list of FIFA's trademarks in relation to the 2010 FIFA World Cup™, please refer to the South African Companies and Intellectual Property Registration Office (CIPRO) at info@cipro.gov.za or seek advice from an intellectual property attorney.



How is the FIFA Rights Protection Programme implemented?

Just like any other entity with registered and unregistered trademarks, FIFA's Official Marks are protected in most territories around the world.

In South Africa the Official Marks are protected by the Trade Marks Act, the Copyright Act, the Counterfeit Goods Act, the common law delict of passing off in addition to other specific statutory provisions such as the Trade Practices Act and the Merchandise Marks Act. These laws protect FIFA against the unauthorised use of both identical reproductions of the Official Marks and confusingly similar variations and modifications.

FIFA's rights protection experts use these tools to protect FIFA's intellectual property working together with local law

enforcement authorities, customs officials and external legal advisers.

In the Commercial Restriction Zones, FIFA's tools are supplemented by the Host City By-Laws, which have been approved and published by all nine cities involved in the 2010 FIFA World Cup™. In implementing the Rights Protection Programme, FIFA has adopted a policy of "business as usual", meaning that businesses in this area may continue as usual, barring any additional promotional or marketing activity and ambush marketing.

"FIFA's Rights Protection experts work together with local law enforcement authorities, the Metro Police, customs officials and external legal advisers."



Opportunities for local business

The 2010 FIFA World Cup™ offers a wide range of opportunities for small and medium enterprises.

According to research by Grant Thornton, the 2010 FIFA World Cup™ will contribute R55.7 billion to the South African economy, generate 415,400 jobs and contribute R19.3 billion in tax to the government. Thousands of international visitors are expected to pour into the country over the period of the tournament, creating opportunities in accommodation, health services, travel services, event management, logistics, arts, crafts and entertainment—to name but a few. In addition to this, local companies stand to benefit naturally from the increase in the host country's international profile, and from the physical legacy left behind in improved infrastructure.

Experience from previous FIFA World Cups™ has shown that there are many ways in which businesses can benefit, without using the Official Marks or

creating a marketing association with the event. In particular, the 2010 FIFA World Cup™ offers a wide range of opportunities for small and medium enterprises who stand to benefit by becoming suppliers for general infrastructure requirements or service providers for events and activities staged by FIFA, the Local Organising Committee, Host Cities and other partners. As an example, FIFA is strongly committed to commissioning small local businesses to provide logistical services such as audiovisual sound systems, tents and stages with various tenders being published from time to time by FIFA, the Local Organising Committee, MATCH Hospitality and some of the commercial partners of FIFA. Businesses can of course also conduct non-specific football promotions, provided that no direct or indirect reference is made to the FIFA World Cup™.

“Thousands of international visitors are expected to pour into the country over the period of the tournament...”



Opportunities for informal traders

FIFA, the Organising Committee and the Host Cities are working jointly to integrate the informal sector.

Informal traders will be integrated around operational areas including the Fan Miles and Fan Fests and will be able to trade in these areas provided they do not sell counterfeit products or engage in ambush marketing activity. A successful pilot project was conducted during the FIFA Confederations Cup with a special market area next to Ellis Park stadium established under the guidance of the city of Johannesburg where informal traders could trade in their African handcraft items and local food specialities.

With the intent of uplifting and empowering local communities, FIFA's Master Concessionaire for food and beverages – South African company Headline Leisure Management – trained 1,004 community staff for the FIFA Confederations Cup and will train a further 2,700 for the FIFA World Cup™, providing catering services for fans at the stadium venues. Among them are informal traders and small businesses.

“Informal traders will be integrated around operational areas including the Fan Miles and Fan Fests”

Do's and Don'ts

The general principles

DO

Advertising and merchandise using material related to football or the host country in general is allowed. Any legitimate editorial use for newspapers is allowed, as is the non-promotional use of the match schedule.

DON'T

Use of any Official Mark or any modified variations which create an unauthorised association with FIFA are strictly not allowed. Ticket promotion, or any type of competition involving ticket promotion, is also not allowed since it creates the impression that there is a link to FIFA.

The public information document produced by FIFA clearly sets out a number of illustrated "do's and don'ts". The document is available on FIFA.com.



Advertisements/Promotions

DO

An advertisement using general football terms/imagery does NOT create an unauthorised association.



DON'T

An advertisement using an Official Mark (such as emblems, words, slogans, event titles, etc.) creates an unauthorised association.



In-Store Decoration (Restaurants, Bars, Retail Outlets)

DO

General football-related or South Africa-related in-store decoration does NOT create an unauthorised association.



DON'T

The use of an Official Mark (such as emblems, words, slogans, event titles, etc.) on in-store decorations creates an infringement of FIFA's rights.



FAQ's

Who can produce and sell products bearing Official Marks such as the Official Emblem?

Only Commercial Affiliates (Licensees, official sponsors, etc) appointed by FIFA for the 2010 FIFA World Cup™ may produce, sell and/or distribute items bearing the Official Marks. If you are interested in acquiring a licence please contact Global Brands (enquiries@globalbrandsgroup.com/ fax: +27 11 537 4641), FIFA's Master Licensee.

Are spectators and other persons attending the matches allowed to travel to the FIFA World Cup™ stadiums in their "normal" cars?

Yes. Spectators can, of course, come to the matches in any vehicle they wish. Only commercial vehicles or large vehicles with heavy branding used for marketing and promotional purposes may be prevented from entering the official parking areas and any traffic-restricted perimeters, especially if they circulate in large numbers and block the traffic around the stadiums.

How can I use the Official Emblem of the 2010 FIFA World Cup™?

The Official Emblem of the 2010 FIFA World Cup™ is protected around the world by trademark registration, copyright and/or other intellectual property laws. The Official Emblem (as well as other Official Marks such as the Official Mascot and Official Poster) may be used for non-commercial purposes only, i.e. for informational, descriptive or editorial purposes. For more information on the use of the official marks please consult the public information document available on www.FIFA.com.

Are spectators allowed to bring vuvuzelas into the stadiums?

Yes. FIFA recognises that vuvuzelas are a typical football object in South Africa, widely used by fans at matches to support their teams. Vuvuzelas will be allowed inside the stadium although they should comply with safety regulations and not be commercially branded. For further information, please consult the FIFA Safety Regulations on www.FIFA.com.





Are official sponsors allowed to conduct advertising activities in the Commercial Restriction Zones (e.g. distribute leaflets outside the stadiums)?

No. These restrictions have been set up to ensure an efficient operation in the vicinity of the stadiums. Therefore, no company or business, including the official sponsors, is allowed to conduct any promotional activities in these areas. In particular, no leaflets, newspapers or other products are to be distributed or sold. Uncontrolled distribution or vending in the direct vicinity of the stadiums may disturb spectator flows, is not in keeping with the status of the event, produces unwanted refuse and may be considered ambush marketing.

Are the protocol routes affected by the RPP?

The protocol routes are unaffected by advertising rights agreements. There are no restrictions on the use of external advertising space. Companies along the route do not need to cover company logos on their buildings. The protocol routes are the main transport routes to the stadium and

are decorated in FIFA World Cup™ livery by the respective city and the Organising Committee solely for the purpose of welcoming guests.

Are restaurants/bars or kiosks allowed to open in the Commercial Restriction Zones and can the company logos remain visible on buildings?

Yes. Restaurants and kiosks in the controlled areas can continue to conduct their business as usual and sell products from any brands, regardless of whether or not these companies are official sponsors. Existing company logos on the company's premises do not have to be covered up. The Host Cities together with the Local Organising Committee and FIFA will simply ensure that no additional external advertising is placed on these buildings during the event or in the period leading up to it.

Is there a “protected zone” around the FIFA World Cup™ stadiums?

Yes, there is a controlled area, often referred to as the “Exclusion Zone” or the Commercial Restriction Zone, created by each Host City in the direct vicinity of each FIFA World Cup™ stadium for safety, traffic, environmental, commercial and other organisational reasons. In these areas the “business as usual” principle applies—i.e. existing businesses and establishments will be asked to cooperate with the organisers, but will not be prevented from conducting their regular business activities. However, these areas will also be under the special attention of safety and security authorities, who may need to implement some special measures to ensure the smooth running of the event. External branding or decoration in addition to the existing branding may not be set up, and any extraordinary promotional, marketing and other special activities (like launches, parties or receptions coinciding with the matches) or special initiatives such as the distribution of free gifts or premiums are pre event. The definition of the so-called protocol routes as well as of the exclusion zones or Commercial Restriction Zones has been developed by the Host Cities together

with FIFA and the Organising Committee, as well as the respective authorities. For details please contact the respective Host City manager.

Are spectators allowed to enter the stadiums wearing fan shirts with advertising on them?

Yes. There is no “dress code” for attending the FIFA World Cup™. Fans can wear their normal clothes or their normal supporter jerseys (especially replica national football shirts) with or without advertising, i.e. regardless of the manufacturer or sponsor’s branding. This does not however include commercially-branded clothing or accessories which are mass-distributed prior to the matches by commercial entities clearly targeting FIFA World Cup™ fans. Spectators may be asked to leave these items at the entrance gates. In addition, and in the interest of public safety, pieces of clothing or any accessories bearing inflammatory political or religious messages which are provocative and/or which can cause aggressive behaviour are prohibited. Further information regarding this and the FIFA Safety Regulations are available on www.FIFA.com.

