

Guidelines for the use of FIFA's Official Marks

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FIFA[®]

For the Game. For the World.

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These Guidelines are designed to offer guidance and information to the general public on the use of FIFA's Official Marks.

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

1 - INTRODUCTION

FIFA

Fédération Internationale de Football Association (“FIFA”) is the world governing body of association football. FIFA is the owner of all rights in relation to its tournaments, which includes all media, marketing, licensing and ticketing rights.

FIFA Tournaments

Aside from the FIFA World Cup™, FIFA owns and organises other FIFA World Cup™ tournaments which include:

- FIFA U-20 World Cup™
- FIFA U-20 Women’s World Cup™
- FIFA U-17 World Cup™
- FIFA U-17 Women’s World Cup™
- FIFA Beach Soccer World Cup™
- FIFA Club World Cup™
- FIFA Futsal World Cup™
- FIFA Interactive World Cup™

collectively hereinafter referred to as “FIFA Tournaments”.

These FIFA Tournaments are held in various countries across the world every two or four years respectively and enjoy major interest from local sports fans and the business world alike. A lot of entities, organisations, businesses and non-commercial organisations will want to be a part of each edition.

Due to the enormous costs of staging such events, FIFA would not be able to organise these tournaments without the significant support of its sponsors, media rights and other licensees, the host countries and host cities, as well as the national Football Associations of the various host countries which in turn create Local Organising Committees responsible for the organisation and staging of the tournaments. These stakeholders all make vital financial contributions to ensure that the respective tournament is adequately funded and can be staged.

2 – SUPPORT BY FIFA’S RIGHTS HOLDERS

FIFA’s Rights Holders, which are further detailed under 4 below, all make vital financial contributions to ensure that FIFA’s Tournaments can be staged. In return for their support, FIFA’s Rights Holders are granted the exclusive right to use FIFA’s Official Marks, including but not limited to those depicted under 6 below for promotional and advertising purposes, and thereby enjoy the benefit of associating with FIFA’s Tournaments.

3 – IMPORTANCE OF PROTECTING THE TOURNAMENT’S BRANDS

Without the significant support of FIFA’s Rights Holders, FIFA would not be able to organise the FIFA Tournaments. The Rights Holders will only invest in the FIFA Tournaments if they are provided exclusivity for the use of the Official Marks. Without exclusivity, i.e. if the Brand of the Tournaments were not protected and anyone would be able to use the Official Marks and thereby create an association with any of the Tournaments for free, becoming a Rights Holder will be less attractive as the acquired rights would be significantly diluted. This would make appointing Rights Holders more difficult for FIFA and in turn could result in FIFA not being able to secure the necessary funding for the Tournaments from such revenues.

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

4 – FIFA RIGHTS HOLDERS

FIFA grants certain Event-related rights to various entities across multiple industries. These entities are involved in marketing programmes, broadcast rights and hospitality packages and are granted advertising and promotional rights associated with FIFA and/or FIFA’s Tournaments (“Rights Holders”). FIFA has appointed the following Rights Holders:

COMMERCIAL AFFILIATES

Commercial Affiliates include a three-tier sponsorship package detailed as FIFA Partners, FIFA World Cup Sponsors and National Supporters.

1. FIFA Partners

FIFA Partners are six to eight companies which FIFA has granted or will grant the most comprehensive package of global advertising, promotional and marketing rights in relation to FIFA, all FIFA activities and all FIFA competitions, including FIFA’s Tournaments. The following companies currently are FIFA Partners:



2. FIFA National Supporters

FIFA National Supporters are up to six domestically owned companies whose principal place of business and principal operations are situated in the respective host country.

This level of sponsorship is designed specifically for activation within the territory where the Tournament is taking place and is therefore targeted at domestic corporations. Marketing rights for national supporters are granted on an exclusive basis in order to allow the National Supporter to more effectively and successfully exercise the rights granted to it without dilution by the involvement of third parties.

The following companies currently are FIFA National Supporters for the respective upcoming FIFA Tournaments:

FIFA U-20 Women’s World Cup Papua New Guinea™



FIFA U-17 Women’s World Cup Jordan™



FIFA Club World Cup Japan™



*Presenting Partner

**Event Sponsors

MEDIA RIGHTS LICENSEES

Entities which have been granted certain media rights to the Tournaments in a particular territory or territories. These media rights include the following:

- TV Rights;
- Radio Rights;
- Broadband Rights;
- IPTV Transmission Rights; and
- Mobile Transmission Rights.

BRANDED/UNBRANDED LICENSEES

Entities to which FIFA has granted or will grant the right to manufacture and sell Official Licensed Products.

HOSPITALITY

FIFA has appointed MATCH Hospitality AG as the worldwide exclusive rights holder for the FIFA Hospitality Programme for FIFA's Tournaments. It is the only company that is permitted to offer exclusive hospitality packages worldwide through its appointed sales agents.

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

5 – HOW TO BENEFIT WITHOUT CREATING AN UNAUTHORISED ASSOCIATION

The experience from previous FIFA Tournaments has shown that there are many ways a company can benefit from FIFA's Tournaments without using the Official Marks or commercially associating itself with FIFA's Tournaments.

Many companies engage in activities seeking to celebrate FIFA's Tournaments and to take advantage of the marketing opportunities which arise in connection with FIFA's Tournaments. Such commercial association can be established when a company makes it appear as if there is a connection to FIFA's Tournaments, either through use of the Official Marks, sponsorship or other affiliation.

Companies which are not Commercial Affiliates may not engage in advertising activities that might give rise to an undue commercial association with the Tournaments and/or FIFA.

FIFA encourages the public to get involved in supporting/celebrating FIFA's Tournaments bearing the following in mind:

- Any generic football or country related images used without any of FIFA's Intellectual Property allow the public to support their teams without creating any unauthorised association with FIFA's Tournaments and/or FIFA.
- Any use of FIFA's Intellectual Property **without prior written authorisation from FIFA** may create an unauthorised association with FIFA's Tournaments and/or FIFA.

We encourage you to seek independent legal advice to ensure any planned promotional activities are not infringing FIFA's intellectual property and/or other commercial rights.

6 – OFFICIAL MARKS

FIFA has developed a range of logos, words, titles, symbols and other assets/brands/identifiers which are used in connection with FIFA Tournaments (“Official Marks”). The Official Marks are protected in territories around the world by copyright, trademarks and/or other forms of intellectual property and laws such as unfair competition or passing off. These laws protect FIFA against the unauthorised use of both identical reproductions and also confusingly similar variations and modifications of the Official Marks.

The Official Marks are only permitted for use by FIFA Rights Holders. If you are not a FIFA Rights Holder and would like to request the use of the Official Emblems or the Official Mascots for any of the FIFA Tournaments, please visit <https://www.fifadigitalarchive.com/welcome/markrequest/>.

The following is not the full list of FIFA’s Official Marks in relation to the upcoming respective FIFA Tournaments. For a full list of FIFA’s trademarks in any specific country, and the specific goods and services for which they are protected, please seek advice from a local intellectual property attorney or inquire with the respective Intellectual Property Office.

The Official Emblems



The Official Trophies



The FIFA Corporate Mark



The Official Mascots



The Official Slogans

U-20 Women's World Cup Papua New Guinea™ in English: To Inspire to Excel™

U-17 Women's World Cup Jordan™ in English and Arabic: Jordan...Our Playground™

الأردن ... ملعبنا

U-20 World Cup Korea Republic™ in English and Korean:

**Trigger
the Fever**
열정을 깨워라

U-17 World Cup India™ in English: Football Takes Over™

Word Marks

- FIFA Beach Soccer World Cup™
- FIFA Club World Championship™
- FIFA Club World Cup™
- Club World Cup™: **CLUB WORLD CUP**
- FIFA Futsal World Cup™
- FIFA Interactive World Cup™
- U-17 World Cup India™ Official Mascot Name: Kheleo

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 written approval by FIFA.

7 – EXAMPLES OF USE

This section intends to assist third parties to avoid any unauthorised association with the tournament. It is not feasible to illustrate every possible scenario of acceptable use compared to unauthorised association, 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 in 6 above.

Descriptions of use of the Official Marks cover all forms of print and digital media, including but not limited to printed publications, TV, web, mobile, apps and social media.

Please note: These examples are given for illustrative purposes only

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 below scenarios are artificially simplistic in order to provide practical assistance to companies who have a legitimate 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. FIFA trusts that you will cooperate with and respect its requests and rights. 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 held by any third party, such as players, clubs, member associations, confederations, FIFA Commercial Affiliates or other entities, organisations and/or individuals.

A. PRINT (NEWSPAPERS, MAGAZINES AND PUBLICATIONS ETC)

Editorial use:

Use of Official Marks in any legitimate editorial, such as content specifically reporting on FIFA's Tournaments, does not create an unauthorised association. However, Official Marks must not be used as an integral part of the layout of a publication, as elements of the brand of a publication or used on a stand-alone basis (particularly including repetitive use of the Official Marks in the corner of a special edition).



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...", "Presented by..." or "Sponsored by..." etc.



B. MATCH SCHEDULE

Editorial use:

The editorial, non-commercial use or reproduction of the official FIFA match schedule does not create an unauthorised association and is permitted. However, care should be taken to avoid using the match schedule together with, or in proximity to, a logo or commercial reference by an entity that is not a FIFA Rights Holder such as “Brought to you by...”, “Presented by...” or “Sponsored by...” etc.



Commercial use:

The commercial use of the match schedule together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...” etc is not permitted.



Please note: The match schedule of FIFA’s Tournaments is protected by copyright and other Intellectual Property rights in many countries around the world. News media companies are allowed to publish the match schedule separately or as part of a publication to inform the public about FIFA’s Tournaments, however must ensure that the match schedule is not published with any unauthorized third party commercial branding upon, in close proximity to, or in relation to the match schedule.

C. ANIMATED CONTENT

Unless by or via FIFA's Rights Holders, using Official Marks in an animated way is not permitted.

D. BUSINESS ADVERTISEMENTS

Using any of the Official Marks for commercial advertisements in the lead up to or during FIFA's Tournaments may create an unauthorised association:

**E. TICKET PROMOTIONS**

Unless organised by or via one of the FIFA Rights Holders, no ticket promotions including on-line auctions and promotional competitions are authorised or permitted:



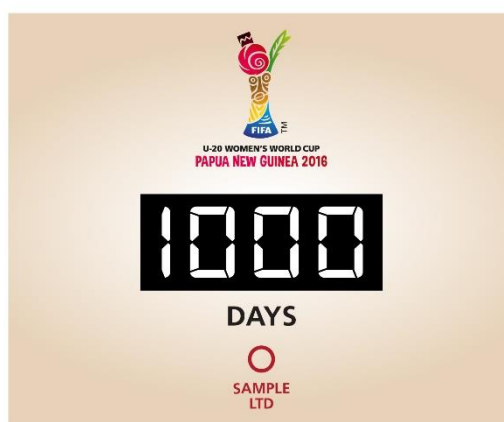
F. COMPETITIONS/GAMES/LOTTERIES:

Contests, games or lotteries using any of the Official Marks are not permitted:



G. COUNTDOWN CLOCKS/TICKERS

Any commercially branded tool created to countdown until an official event or date relating to FIFA's Tournaments creates an unauthorised association. This includes but is not limited to static, animated, physical or online countdown tools:



H. IN-STORE DECORATION (RESTAURANTS, BARS AND RETAIL OUTLETS, ETC)

- i) General football or country-related in-store decorations do not create an unauthorised association:

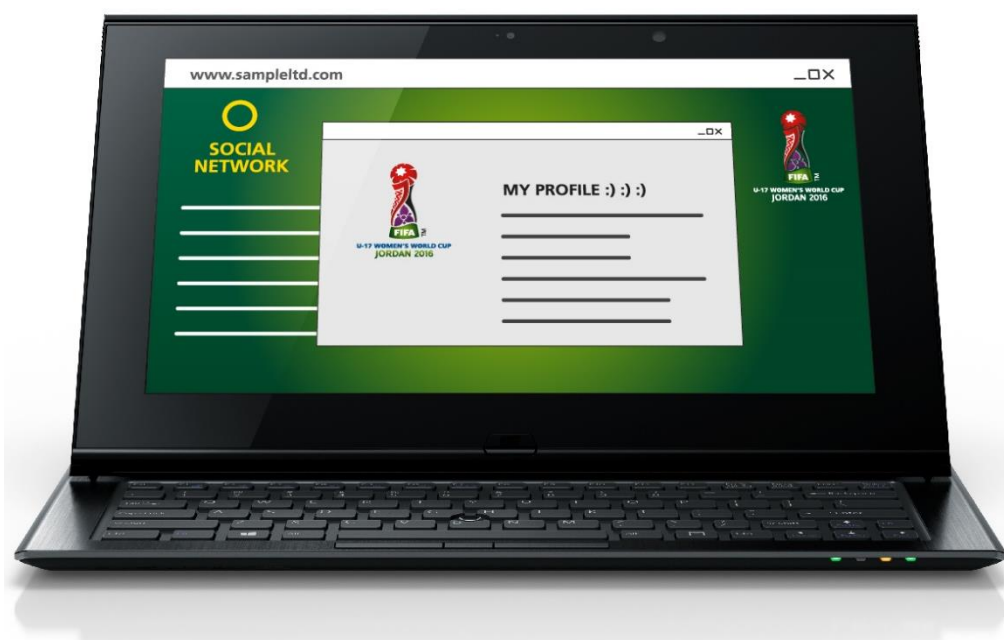


- ii) Unless as a part of or via one of FIFA's Rights Holders' approved in-store promotions or advertising, Official Marks are not permitted for use as in-store decorations:



I. SOCIAL OR POLITICAL MESSAGES

Any advertising in relation to current/topical issues such as religion, politics or social situations should avoid creating any unauthorised association through the use of Official Marks:



J. BUSINESS NAMES

The use of Official Marks as part of a business name in any context without the authorisation of FIFA or one of the FIFA Rights Holders is not permitted:



K. MERCHANDISE

- i) Items with general football terms or host country-related terms or national flags do not create an infringement of FIFA's rights:



- ii) Official Marks or any element thereof on any merchandising item constitutes an infringement of FIFA's rights and is strongly discouraged:



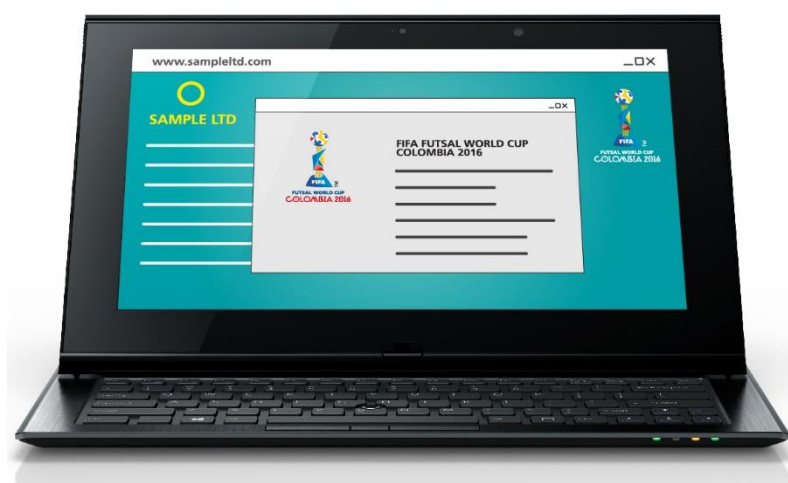
L. DIGITAL MEDIA (WEBSITES, MOBILE-SITES AND APPLICATIONS)

Editorial use

Any legitimate editorial use such as content specifically reporting on FIFA's Tournaments does not create an unauthorised association. However, Official Marks cannot be used as an integral part of the layout of a publication, as elements of the brand of a publication or used on a stand-alone basis, in a static position or in a recurring way on a website (particularly including repetitive use of the Official Marks in the corner of a special edition or on each successive web page of a special subsection of a website).

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:



i) Domain Names/URLs:

In general, Official Marks may not be incorporated in domain names (or into a URL identification which comes before the domain name) for websites with commercial content:



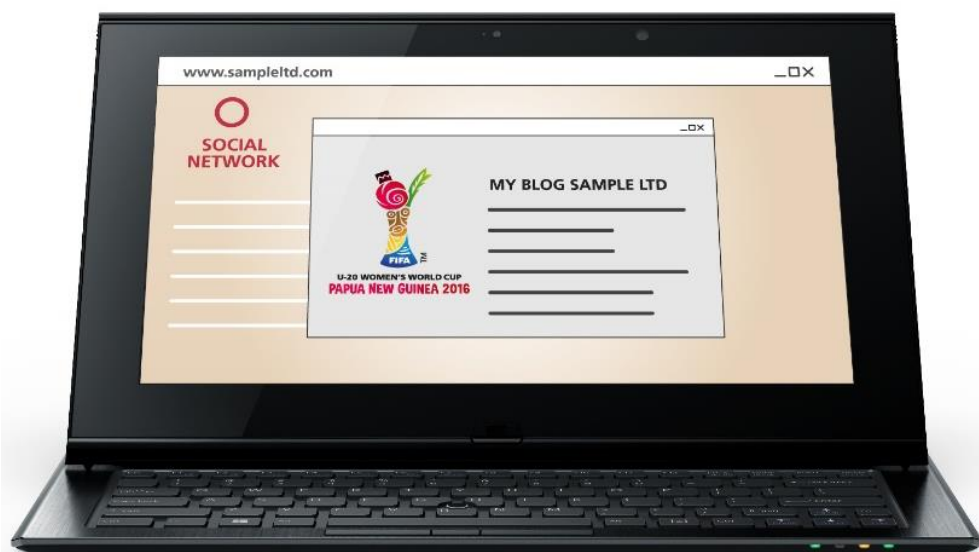
ii) Hyperlinks:

Official Marks may not be used as hyperlinks or shortcuts on the Internet (for the use of the www.FIFA.com hyperlink, please see 6 above):



iii) Blogs:

Official Marks used on blogs reporting or commenting on FIFA's Tournaments without any commercial content or advertising does not create an unauthorised authorisation.



iv) Mobile & internet services and applications:

It is not permitted to use an Official Mark or broadcast content for commercial purposes in any mobile or internet services or applications such as communications, content, gaming, alerts, or notifications services or applications. Event titles may be permitted under local law for descriptive purposes provided the use does not create a risk of confusion that the service is in any way connected with FIFA's Tournaments/FIFA. Names or titles of any such service or application may not incorporate any of the Official Marks in a manner which suggests an endorsement by FIFA:



v) Look and feel of a website:

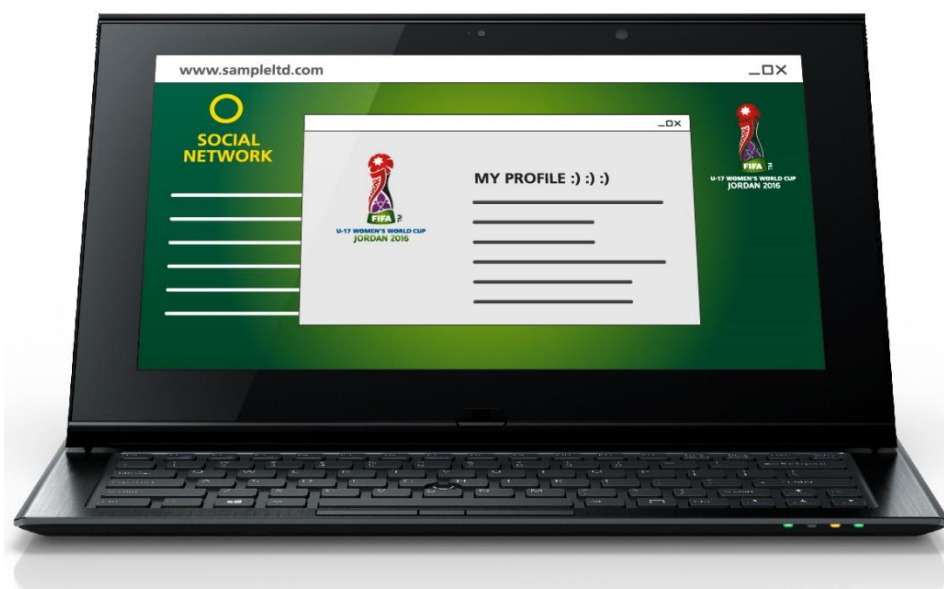
Official Marks may not be used as part of the overall structure or design of a website (including background or wallpaper designs), or as a major constituent of a transitional introductory web page of a website, if it creates the impression of an association with FIFA's Tournaments/FIFA:



vi) Social Media:

↑ Posting images of the Official Marks

Official Marks may not be used in any capacity for pages with commercial background, unless the use is by FIFA's Rights Holders:



↻ Retweeting or sharing official content

- Retweeting or sharing official content by businesses for commercial purposes is not permitted, unless the retweeting business is a FIFA Right's holder.
- **Retweeting or sharing official content by fans without any commercial benefit is permitted.**

M. PUBLIC VIEWINGS

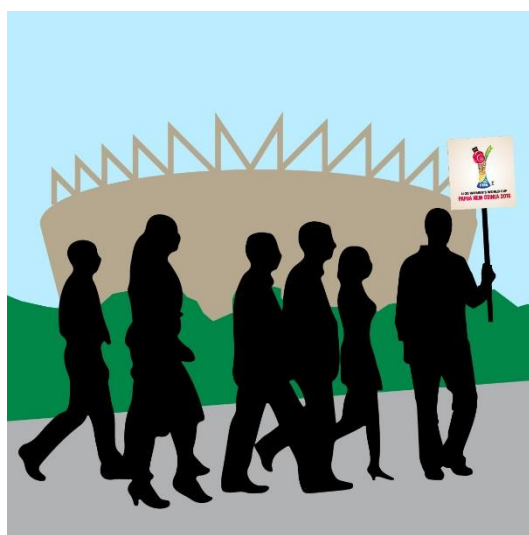
Authorised public viewing exhibitors must comply with FIFA regulations for public viewing events (issued by FIFA TV and published on FIFA.com in due course). All commercial public viewing events are subject to a license delivered by FIFA or its Media Rights Licensees.

Any other public displays showing moving images from the matches of FIFA's Tournaments should avoid using any Official Marks or advertising sponsorship that may create an unauthorised association between FIFA and/or FIFA's Tournaments, and third parties which are not FIFA Rights Holders. FIFA TV is responsible for the management of the public viewing rights to FIFA events, including the licensing of these events.



N. HOSPITALITY GUESTS

Signs branded by non-FIFA Rights Holders (i.e. lollipops or similar) guiding hospitality guests or items which such third party branding that are given to hospitality guests create an unauthorised association and are not permitted:



8 – MEDIA INFORMATION

FIFA welcomes the news media providing editorial coverage of FIFA's 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 upon request free of charge to use in their editorial coverage.

The news media are welcome to use the Official Marks for legitimate non-commercial editorial and informational purposes, provided that such use does not create any undue association between the tournament and any entities other than FIFA's Rights Holders.

Below are 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 commercial 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. Descriptions of use of the Official Marks cover all forms of media – print and digital - including but not limited to TV, web and mobile.

FIFA digital archive

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

TERMS OF USE OF THE MARKS

The news media may use the Official Marks in editorial coverage of FIFA's Tournaments in compliance with the following principals:

Editorial Use

Official Marks may be used for the purpose of identifying or illustrating articles about or news coverage of FIFA's Tournaments. However the Official Marks must 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 may not be used for any advertising or promotional purposes, including on any products for commercial purposes, e.g. in any competition, lottery or other type of contest.

Use of match schedule

Please refer to B in Section 7 above.

Use on front covers

The Official Marks may be used on the front covers of newspapers to illustrate editorial articles as mentioned above. 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 Sponsor and/or organized with specific written permission by FIFA.

No association

The Official Marks must not appear in such a way as to suggest an association between FIFA or FIFA's Tournaments 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 FIFA's Tournaments. 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.

9 – CONTACT INFORMATION AND WHAT YOU CAN DO TO GET INVOLVED

In general, there are many ways an organisation, institution, entity or individual can benefit from and get involved with FIFA's Tournaments without using the Official Marks or commercially associating itself with it, for example:

- Providing various services:
 - stadia construction
 - events and activities staged by FIFA and/or the LOC
 - catering
 - food & beverage concessionaire
 - cleaning and waste management
 - private security
 - furniture supplier
- Get in touch with one of FIFA's Rights Holders to find out about any possibilities to engage in a co-promotion with them.
- Supporting local football in your home country by contacting the national football association to find out how to get involved.

Please visit www.FIFA.com to find out more.

Sponsorship

If you are interested in becoming a National Supporter of one of FIFA's Tournaments, please contact sales@fifa.org.

Licensing

If you are interested in licensing opportunities, please contact fifaretail@fifa.org to find out more.

Public Viewing

For further information on the regulations and how to apply for a public viewing licence for FIFA's Tournaments please consult www.FIFA.com or contact publicviewing@fifa.org.

Mark Request

To request the use of any of the Official Marks, please contact markrequest@fifa.org.

Unauthorised use of FIFA's Intellectual Property

We welcome reporting of any unauthorised use of FIFA's Intellectual Property by emailing us at brandprotection@fifa.org.