



FIFA Women's World Cup Canada 2015

FIFA 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

The FIFA Women's World Cup Canada 2015™

The FIFA Women's World Cup™ is the showcase event of women's football and enjoys interest from sports fans and the business world alike. Many entities, organisations, businesses and non-commercial organisations may want to be a part of this event.

Support by FIFA'S Rights Holders

It is important to note that due to the costs of staging such a large event, 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 National Organising Committee ("NOC"). These stakeholders all make vital financial contributions to ensure that this privately funded event 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 competition, 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 FIFA Women's World Cup™ and its marketing program, but also puts the interests of the worldwide football community at stake. The Rights Holders will only invest in the FIFA Women's World Cup Canada 2015™ if they are provided with this exclusivity for the use of the Marks. If anyone could use the Official Marks for free and create an association with the FIFA Women's World Cup Canada 2015™, 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 FIFA Women's World Cup Canada 2015™ from such revenues.

Therefore, the protection of the commercial rights is crucial for the funding of the FIFA Women's World Cup Canada 2015™ and FIFA asks that non-affiliated entities respect FIFA's intellectual property and conduct their activities without commercially associating with the FIFA Women's World Cup Canada 2015™.

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 the FIFA Women's World Cup Canada 2015™. 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 Women's World Cup tournaments has shown that there are many ways an entity can "benefit from the FIFA Women's World Cup Canada 2015™ 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 moving images from the matches of the FIFA Women's World Cup Canada 2015™ 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 world-wide basis, including in the host country Canada, 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 the FIFA Women's World Cup Canada 2015™ (the "**Official Marks**"). The most important Official Marks are described in more detail below:

Official Emblem



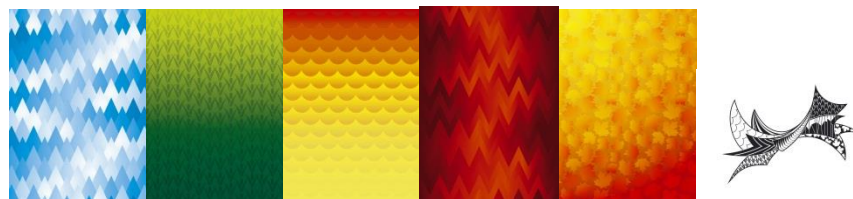
FIFA owns rights in the individual graphic and word elements, which combine to make up the Official Emblem as a whole, and these are protected by copyright, trademarks and/or other laws of intellectual property.

Official Mascot



The Official Mascot is protected by copyright and trademark.

Official Look Element



The Official Look Elements are protected by copyright.

FIFA Women's World Cup Trophy



The FIFA Women's World Cup Trophy is protected by copyright and trademark.



Official Slogan

To A Greater Goal™
Vers Le Grand But™

Word Marks

- FIFA Women's World Cup Canada 2015
- FIFA Women's World Cup
- Live Your Goals
- FIFA
- World Cup

Please note that this is not a full list of FIFA's trademarks in relation to the FIFA Women's World Cup Canada 2015™. 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 Canada 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 the FIFA Women’s World Cup Canada 2015™ (“**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 this Public Guidelines does in fact create an unauthorised association, we ask you to please respect FIFA’s rights in the Official Marks.

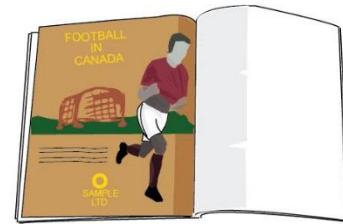
These guidelines are not to be used by companies who deliberately intend to ambush FIFA’s marketing rights as a tool to carefully avoid legal liability. The above scenarios are artificially simplistic in order to provide practical assistance to companies who have an honest intention to avoid unfairly associating with the FIFA Women’s World Cup Canada 2015™. 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.



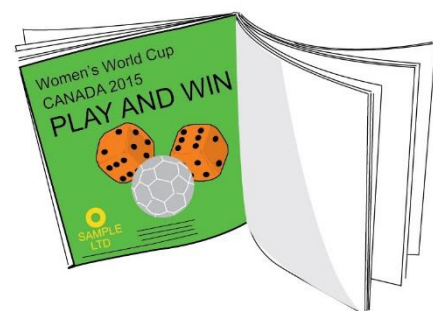
General advertisement: an advertisement using an Official Mark (such as emblems, words, slogans, event titles, etc.) creates an Unauthorised Association.



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.

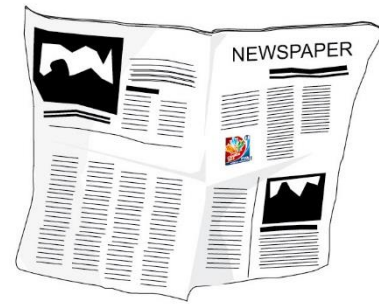


Contest/Game/Lottery: any type of contest, game or lottery using an Official Mark creates an Unauthorised Association.



Informational / editorial use

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

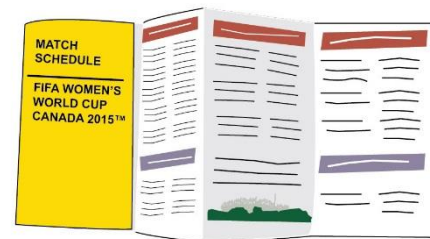


“Infomercial/Advertorial”: there is no legitimate justification for the commercial use or presentation of editorial content by third parties using an Official Mark as this creates an Unauthorised Association

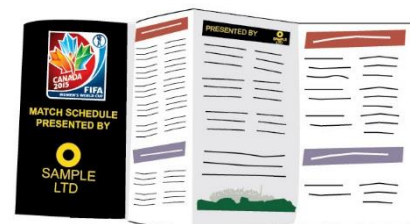


Match schedule

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



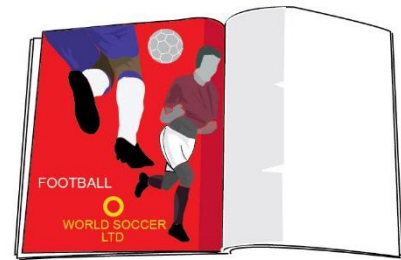
The commercial use of the match schedule, specifically for advertising, creates an Unauthorised Association.



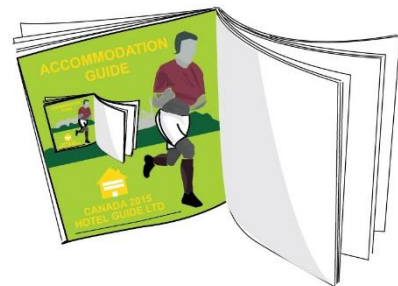
Please note: The match schedule of the Event is protected by copyright and other IP rights in many countries around the world. News media companies are allowed to publish the match schedule to inform the public about the FIFA Women’s World Cup Canada 2015™, but it must be ensured that the match schedule is not published with any unauthorized 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 FIFA Women's World Cup™ 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 Canadian-related terms or national flags do NOT create an infringement of FIFA's rights (provided it is not used together with FIFA Women's World Cup™ 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 Canadian-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 FIFA Women's World Cup Canada 2015™).



“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 FIFA Women's World Cup Canada 2015™ (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 the FIFA Women’s World Cup Canada 2015™ without using the Official Marks or commercially associating itself with it”**.

The below section intends to set forth some examples of such benefits and opportunities in relation to the FIFA Women’s World Cup Canada 2015™:

Service Provider Be a service provider or supplier in relation to the preparation and organisation of the FIFA Women’s World Cup Canada 2015™:

- Be a service provider or supplier for the stadia construction and other general infrastructure requirements. For any details on the NOC service procurement process, please contact the NOC directly.
- Be a service provider or supplier for events, functions and activities staged by FIFA and/or the NOC in relation to the FIFA Women’s World Cup.
- 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, FIFA Women’s World Cup Sponsors 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, FIFA Women’s World Cup Sponsors 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 FIFA Women’s World Cup Canada 2015™ (i.e. benefiting from the increased general attention to football in the host country).



Support Grass Roots Football

Support local football in Canada or your home country – grass roots football needs support. Companies can conduct football promotions associating with their local property without associations to the FIFA Women's World Cup Canada 2015™.



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 NOC procurement process for the provision of services in relation to the preparation for the FIFA Women's World Cup Canada 2015™, please contact the NOC at info@fwwc2015.ca

ANNEX 1 – GENERAL BACKGROUND

FIFA Women's World Cup Canada

The next FIFA Women's World Cup is due to be held in Canada in June and July 2015 (the "**FIFA Women's World Cup Canada 2015™**").

Fédération Internationale de Football Association ("**FIFA**") is the world governing body of association football. FIFA has appointed the Canadian Football Association, one of its member associations, with the organisation and staging of the FIFA Women's World Cup Canada 2015™ and for this purpose the Canadian Football Association has created the National Organising Committee ("**NOC**").

FIFA is the owner of all rights in relation to the FIFA Women's World Cup Canada 2015™, which includes all media, marketing, licensing and ticketing rights.

FIFA Rights Holders

The FIFA Women's World Cup™ is the showcase event of women's football, but it is still a privately funded event. It would not be possible to cover the huge costs needed to organise such an event without the significant financial contributions provided by the entities to which FIFA grants certain FIFA Women's World Cup Canada 2015™-related rights ("**Rights Holders**").

FIFA has appointed the following Rights Holders:

- **FIFA Partners**

FIFA Partners are altogether 6 entities to 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 the FIFA Women's World Cup Canada 2015™. The following companies are FIFA Partners:





- **National Supporters:**

National Supporters are a maximum of 6 companies to which FIFA has granted or will grant a package of advertising, promotional and marketing rights in relation to the FIFA Women's World Cup Canada 2015™ for the territory of Canada. The following companies are National Supporters:



- **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 the FIFA Women's World Cup Canada 2015™.

Any parties interested in obtaining a public viewing licence for the public transmission of a TV signal of the FIFA Women's World Cup Canada 2015™ 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 THE FIFA WOMEN'S WORLD CUP CANADA™

Introduction

FIFA welcomes the news media providing editorial coverage of the FIFA Women's World Cup Canada 2015™ 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 the FIFA Women's World Cup Canada 2015™ by the news media.

Terms of use of the marks

The news media may use the Official Marks in editorial coverage of the FIFA Women's World Cup Canada 2015™ in compliance with the following principals:

Editorial use

For the purpose of identifying or illustrating articles about or news coverage of the FIFA Women's World Cup Canada 2015™. 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 FIFA Women's World Cup Sponsor 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 the FIFA Women's World Cup Canada 2015™ 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 the FIFA Women's World Cup Canada 2015™. 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.