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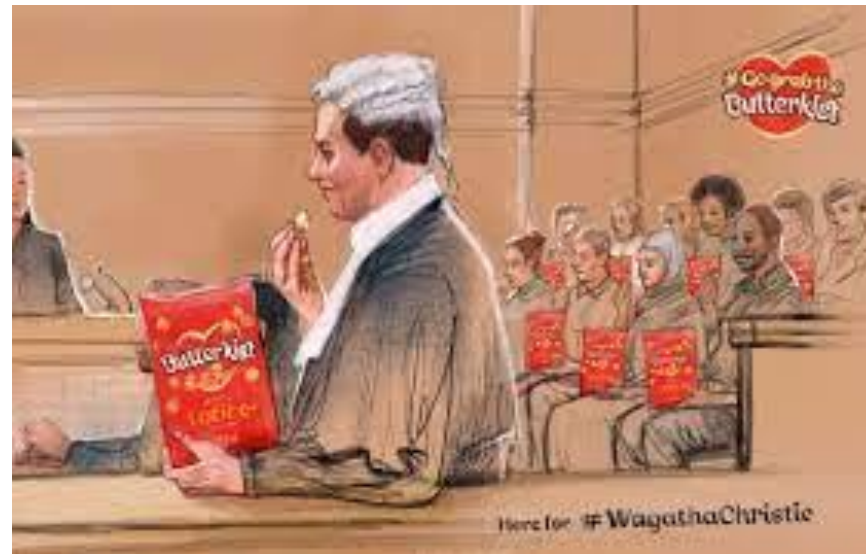
PLAYING BY THE RULES – BRANDS AND THE CELEBRATION OF MAJOR SPORT & ENTERTAINMENT EVENTS

OCTOBER 12, 2022

Gowling WLG's Global IP Group



AMBUSH MARKETING – OPPORTUNITY!



PLAYING BY THE RULES

BRANDS AND THE CELEBRATION OF MAJOR SPORT & ENTERTAINMENT EVENTS

- Panellists:

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B2022 SPONSORSHIP



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SOME REGISTERED NAMES AND LOGOS AS TRADEMARKS

Organisers of the Birmingham 2022 Commonwealth Games have registered "B2022" and "Birmingham 2022", as well as the logo mark

FIFA has registrations for FIFA WORLD CUP, QATAR 2022, WORLD CUP 2018, WORLD CUP 2022

The International Olympic Committee has registration for "PARIS 2024" as well as different logos

The RUGBY WORLD CUP has registration for the individual mark "FRANCE 2023" as well as the logo marks

The FRENCH RUGBY FEDERATION also has registration for the word mark FRANCE 2023.



..... CAUTIONARY NOTICE

Greetings from FIFA!

The FIFA World Cup Qatar 2022™ is fast approaching, and we look forward to seeing you there! This is a friendly reminder that FIFA is the sole and exclusive owner of all rights in the marks, signs and artistic works concerning the tournament ("FIFA IP"), including but not limited to:



Any use of the FIFA IP for promotional, advertising, merchandising or any other commercial purposes requires the prior written authorization of FIFA and is otherwise prohibited.

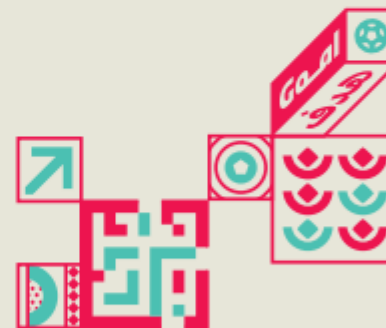
Furthermore, as the tournament organizer, FIFA is the sole owner of the right to offer and sell tickets to its matches, whether directly or via authorized distributors. The only channel to purchase general public tickets is www.fifa.com/tickets. Any re-sale of tickets or use for promotional purposes, incl. in public contests is prohibited.

FIFA respectfully requests individuals and businesses to **refrain from:**

- Manufacturing and/or importing any products featuring the FIFA IP, or using same in connection with any services, incl. food & beverage offerings or any other promotional activities;
- Re-sale of tickets or use for promotional purposes



For further information
please scan the QR code



VIOLATION OF THE ABOVE RIGHTS MAY RESULT IN CIVIL AND CRIMINAL PENALTIES INCLUDING WITHOUT LIMITATION UNDER LAW NO. (10) OF THE YEAR 2021 ON MEASURES FOR HOSTING THE FIFA WORLD CUP QATAR 2022.

..... رسالة توعوية

تهديكم الفيفا أطيب التحيات!

مع اقتراب موعد بطولة كأس العالم FIFA قطر 2022™، نتطلع الفيفا لرؤيتكم في البطولة والاستمتاع بها. هذه الرسالة تذكير ودي بأن فيفا هي المالك الوحيد والحصري لجميع الحقوق فيما يخص العلامات التجارية والشعارات والأعمال الفنية المتعلقة بالبطولة ("حقوق الملكية الفكرية الخاصة بالفيفا")، بما في ذلك على سبيل المثال لا الحصر:

التعويذة الرسمية	الشعار الرسمي	مجسم كأس العالم
اسم التعويذة الرسمية	الشكل الرسمي (مثال)	العلامة الرئيسية
La'eeb لقيب™		
FIFA® FIFA WORLD CUP® WORLD CUP® QATAR 2022®		فيفا كأس العالم كأس العالم قطر 2022

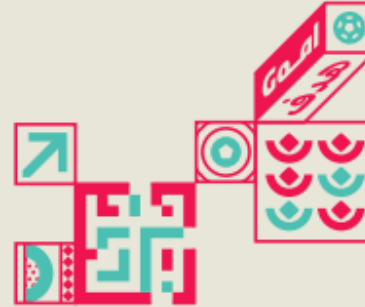
إن أي استخدام لحقوق الملكية الفكرية العائدة للفيفا لأغراض ترويجية، دعائية، أو على البضائع أو لأي أغراض تجارية أخرى يتطلب الحصول على ترخيص مسبق من الفيفا وبخلاف ذلك فإن هذا الاستخدام يعتبر مخالف.

علاوة على ذلك، ويصفتها منظم البطولة، فإن الفيفا تعتبر المالك الوحيد لحقوق عرض وبيع تذاكر المباريات، سواء بشكل مباشر أو عن طريق الموزعين المعتمدين. القناة الوحيدة لشراء التذاكر العامة هي www.fifa.com/tickets. إن أي إعادة بيع للتذاكر أو استخدامها لأغراض ترويجية، بما في ذلك في المسابقات العامة مخالف.

أخذين بالاعتبار ما سبق، فإن فيفا تطلب بكل احترام من الأفراد والشركات الامتثال عن:

- تصنيع و / أو استيراد أي منتجات تتضمن أي شعارات، كتابات أو رموز تعود للفيفا، أو استخدامها فيما يتعلق بأي خدمات، بما في ذلك عروض الأطعمة والمشروبات أو أي أنشطة ترويجية أخرى؛
- إعادة بيع التذاكر أو استخدامها لأغراض ترويجية

لمزيد من المعلومات يرجى مسح رمز الاستجابة السريع أدناه



قد يؤدي انتهاك الحقوق المذكورة أعلاه إلى عقوبات مدنية وجنائية بما في ذلك على سبيل المثال لا الحصر بموجب القانون رقم (10) لسنة 2021 بشأن تدابير استضافة كأس العالم فيفا قطر 2022.

شكرا جزيلا لتعاونكم!

EVENT ORGANISERS MAY ALSO REGISTER

Design rights

- For the appearance and shape of a product, e.g. organisers of the Birmingham 2022 Commonwealth Games have registered
 - the mascot (Perry),
 - the baton used in the Queen's Baton Relay and
 - medals as designs in the UK

Copyrights

- Many aspects of an event could also benefit from copyright protection, including
 - unregistered event logos,
 - mascots,
 - event anthems,
 - photographs and broadcast footage of the event,
 - wall-charts showing fixtures

TOP TIPS

TIPS FOR THIRD PARTY BRANDS

- Avoid the obvious infringements
 1. Don't use official marks, photos, footage, athletes names or images without permission
 2. Avoid using team logos and uniforms without prior consent
 3. Don't do anything that implies an association with the event
- Consider using lower risk mechanisms – e.g.
 1. Single theme – e.g. sport OR Birmingham
 2. Generic language – e.g. team, medals, podium, stadium, athletes
- Think about what you are trying to achieve and consider the potential PR consequences
- Seek specialist legal advice before running a campaign
- Avoid re-posting official content
- Be prepared for recourse from event organisers and enforcement action

TIPS FOR EVENT ORGANISERS

- Consider your enforcement strategy:
 1. where is your line/biggest priorities
 2. this needs to be considered in line with your budget / resources
- Carefully consider what registered protection should be sought - trade marks, designs, etc.
 - these remain incredibly effective tools, particularly online
- Secure Event specific legislation to underpin and enhance and go beyond registered IP rights protection for your Event

TIPS FOR BRAND SPONSORS

- Ensure the event organizer is required to take steps to protect the event – and your official rights – against ambush marketing
 1. the event organizer should be required to take active steps such as pursuing legal remedies if it or the sponsor becomes aware of ambush marketing
 2. consider setting out in your sponsorship agreement what remedies are owed by the event organizer if it fails to take steps to protect against or stop ambush marketing



QUESTIONS

THANK YOU FOR ATTENDING

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