

FIFA[®]

FIFA Intellectual Property Guidelines

Other Events 2021-2022

August 2021, Version 2.0



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These guidelines provide interested parties with information and guidance on intellectual property related to FIFA Other Events. If you are seeking information on intellectual property related to the FIFA World Cup Qatar 2022™, we invite you to consult the separate guidelines covering this topic.

Please note that this document serves general informational purposes only, and the examples provided herein are non-exhaustive. These guidelines explicitly 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 guidance on every potential activity concerning such rights.

1 – INTRODUCTION

FIFA®

The Fédération Internationale de Football Association (“FIFA”) is the world governing body of association football. FIFA holds all rights in relation to its tournaments, which include all intellectual property, media, marketing, licensing, ticketing and other commercial rights.

FIFA Tournaments

Aside from the FIFA World Cup™, FIFA owns and organises other 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 Arab Cup™
- FIFA Beach Soccer World Cup™
- FIFA Club World Cup™
- FIFA Futsal World Cup™
- Blue Stars / FIFA Youth Cup™
- FIFAe Club World Cup™
- FIFAe Nations Cup™
- FIFAe World Cup™

There are collectively hereinafter referred to as “FIFA Tournaments”. The above event titles are protected under trademark laws.

These FIFA Tournaments are held in various countries across the world in different intervals (e.g. every year, every two years, or every four years) and attract major interest from local sports fans and the business world alike. Many entities, organisations, businesses and non-commercial organisations want to be 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 are responsible for the organisation and staging of the tournaments. These stakeholders all make vital financial contributions to ensure that tournaments are adequately funded and can be staged.

2 – OFFICIAL INTELLECTUAL PROPERTY

FIFA has developed a range of brand assets, including logos, words, titles, symbols and other identifiers in connection with FIFA Tournaments and FIFA (“Official Intellectual Property”). This Official Intellectual Property is protected in territories around the world by copyright, trademark and/or other forms of intellectual property and laws such as unfair competition, passing off and any other relevant laws. These laws protect FIFA against the unauthorised use of identical reproductions and confusingly similar variations and modifications of the Official Intellectual Property.

Only FIFA Rights Holders are permitted to use the Official Intellectual Property for commercial purposes. If you are not a FIFA Rights Holder and would like to request the use of an Official Emblem or other official marks for editorial purposes, please visit:

<https://www.fifadigitalarchive.com/welcome/markrequest/>.

The FIFA Corporate Mark



The FIFA Living Football Claim



Annexe 1 of this document does not provide a full list of Official Intellectual Property related to Other Events. **For a comprehensive overview of the registered intellectual property in any specific country, please contact the relevant Intellectual Property Office(s) and/or seek advice from a local intellectual property professional.**

3 – IMPORTANCE OF PROTECTING THE BRANDS OF FIFA TOURNAMENTS

FIFA grants certain commercial rights, such as broadcasting, ticketing, hospitality, advertising and other promotional rights associated with FIFA and/or FIFA Tournaments, to various entities (“Rights Holders”) across multiple industries around the world.

FIFA Rights Holders in turn make vital financial contributions to ensure that FIFA Tournaments can be staged and investments can be made in further developing the game worldwide. The Rights Holders will, however, only invest in FIFA/FIFA Tournaments if they are provided with exclusivity for the use of the Official Intellectual Property and other commercial rights. Without exclusivity, i.e. if the brands of FIFA Tournaments were not protected and anyone were able to use the Official Intellectual Property, and thereby create an association with FIFA Tournaments for free, the acquired rights would be significantly diminished in value. This would make becoming a Rights Holder less attractive, and could ultimately result in FIFA not being able to secure the necessary funding for FIFA Tournaments and for fostering football development worldwide through flagship programmes such as the [FIFA Forward Development Programme](#).

Therefore, the protection of FIFA’s commercial rights, including the Official Intellectual Property, is crucial for staging FIFA Tournaments, and FIFA asks that non-affiliated entities/individuals respect FIFA’s rights and conduct their activities without commercially associating with FIFA Tournaments.

4 – FIFA RIGHTS HOLDERS

Currently, FIFA has appointed the following Rights Holders:

COMMERCIAL AFFILIATES

Commercial Affiliates acquire a sponsorship package based on a two-tier system comprising FIFA Partners and National Supporters. As an exception, some FIFA Tournaments (e.g. FIFAe World Cup™) may also have a third sponsorship tier which refers to the Presenting Partner. The following list represents the current line-up of Commercial Affiliates and will be updated periodically.

1. FIFA Partners

FIFA Partners are six to eight companies that receive the most comprehensive package of global advertising, promotional and marketing rights in relation to FIFA and all FIFA Tournaments. Current FIFA Partners:



2. National Supporters

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 a specific 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 each National Supporter to more effectively and successfully exercise the rights granted to it without dilution by the involvement of third parties.

National Supporters for the respective FIFA Tournaments are listed in Annexe 1 of this document, as applicable.

MEDIA RIGHTS LICENSEES

Media Rights Licensees are entities that have been granted certain media rights to a tournament 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

Branded/Unbranded Licensees are entities to which FIFA has granted or will grant the right to develop, manufacture and sell products bearing the official marks – Official Licensed Products.

- **Branded Official Licensed Products** – official products that bear Official Intellectual Property and the licensee (company) marks
- **Unbranded Official Licensed Products** – official products that only bear Official Intellectual Property

HOSPITALITY

FIFA may decide to deliver the FIFA Hospitality Programme itself, or to appoint a third-party rights holder (such as the Local Organising Committee (LOC) of the host country) as the exclusive rights holder for the FIFA Hospitality Programme. In the latter option, the third-party rights holder would be permitted to offer exclusive hospitality packages directly or through its appointed sales agents.

Further details on the various FIFA Rights Holders are available on www.fifa.com/about-fifa/commercial/fifa-marketing.

5 – HOW TO CELEBRATE WITHOUT CREATING AN UNAUTHORISED ASSOCIATION

There are legitimate ways to celebrate FIFA Tournaments without using the Official Intellectual Property or creating an unauthorised commercial association with the event. FIFA encourages businesses and the public to use generic football or country-related images and/or terminology that do not incorporate any FIFA intellectual property.

Activities that create an undue commercial association are not permitted and are subject to legal measures. Such undue commercial association is established when a company makes it appear as if it is associated with FIFA or FIFA Tournaments – for example, by using the Official Intellectual Property or in another way creating the impression that it is a Rights Holder, i.e. a sponsor or licensee.

To avoid promotional activities infringing FIFA's intellectual property and/or other commercial rights, we suggest seeking independent legal advice.

6 – INFORMATION FOR THE MEDIA

The success of FIFA Tournaments is also closely related to the media coverage that they receive. FIFA therefore welcomes the fact that media outlets may wish to use the Official Intellectual Property in their publications for editorial purposes, provided that such use does not create any undue association between the FIFA Tournaments and any businesses other than FIFA Rights Holders.

Section 7 provides some examples on how to use the Official Intellectual Property in a manner that is consistent with legal freedoms, but still respects FIFA's commercial programme and the rights of FIFA Rights Holders. Nothing in this document is intended to control or restrict in any way the content of news stories and editorials on FIFA Tournaments by the media.

Descriptions of use of the Official Intellectual Property cover all forms of media – print and digital – including but not limited to TV, web, mobile, games, apps and social media.

FIFA Digital Archive

Media outlets may request digital copies of the Official Intellectual Property free of charge via <https://www.fifadigitalarchive.com/welcome/markrequest/>. These 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 artwork.

7- EXAMPLES OF USE

This section intends to assist third parties to avoid any unauthorised commercial association with FIFA Tournaments. The examples of use of the Official Intellectual Property cover all forms of print and digital media, including but not limited to use in print, TV, web, mobile, games, apps and social media.

Since it is not possible 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, the following **examples are not exhaustive and are for illustrative purposes only.**

The below scenarios were designed to provide practical assistance to entities and individuals who have a legitimate intention to avoid unfairly associating with the Tournament. The guidelines are not to be used as a tool to avoid legal liability with the deliberate intent to ambush FIFA marketing rights. Past experience has shown that attempts to use these guidelines as a defence for 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.

The 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. MEDIA

A1. PRINT AND DIGITAL MEDIA

Editorial use

Any legitimate editorial use, such as content specifically reporting on FIFA Tournaments, does not create an unauthorised association. Official Intellectual Property for editorial use should be requested via the FIFA Digital Archive, by way of which FIFA provides the media with high-quality images. However, Official Intellectual Property cannot be used as an integral part of the layout of a publication, such as a prominent part of the cover of a publication or 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 repeated use of the Official Intellectual Property in the corner of a special edition, or on each successive webpage of a special subsection of a website, since such use may suggest an endorsement by FIFA).



Commercial use

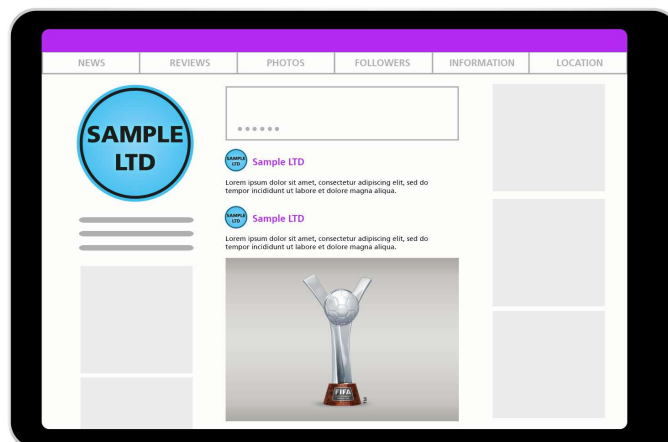
Official Intellectual Property may not be used together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...”, etc.

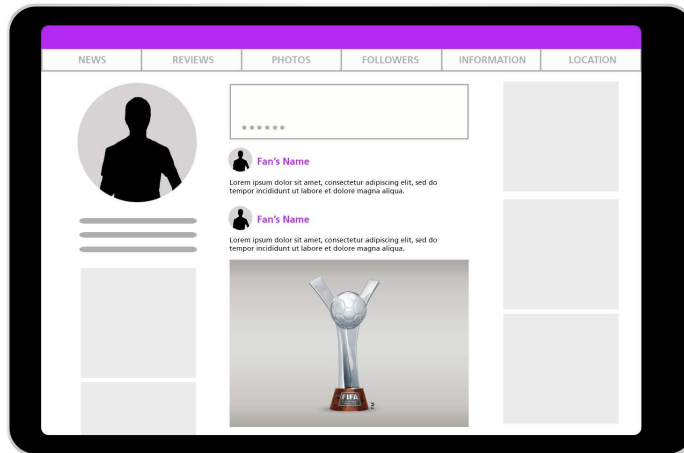


A2. SOCIAL MEDIA

Posting images of Official Intellectual Property

Use of Official Intellectual Property by fans, without commercial intent, is generally accepted. However, excessive use of Official Intellectual Property may create the impression of an association with FIFA Tournaments and/or FIFA, and therefore should be avoided.



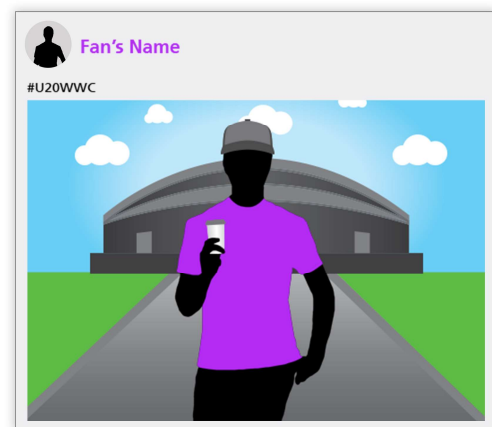
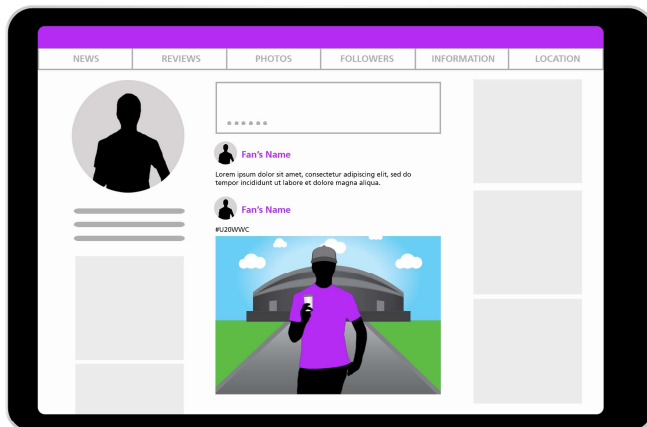


Retweeting or sharing official content

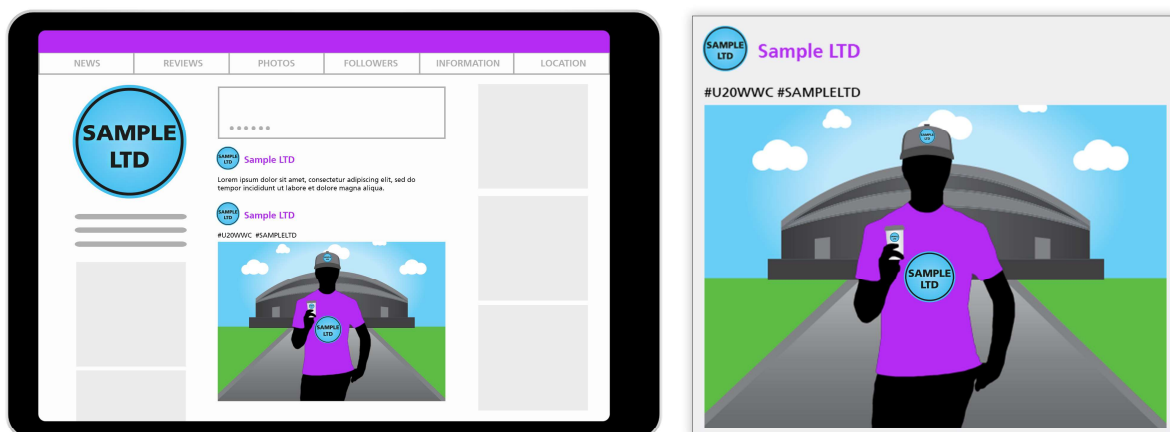
Retweeting or sharing official content from FIFA, or FIFA event official accounts by fans, without any commercial benefit, is permitted. Retweeting or sharing official content for commercial purposes is an exclusive right granted to FIFA Rights Holders.

Hashtags

Fans using Official Intellectual Property in hashtags without any commercial benefit is generally accepted.



Use of Official Intellectual Property in hashtags by (company) profiles with commercial benefits to attract attention to their profile and/or to other businesses or brands creates a commercial association with FIFA Tournaments and/or FIFA, and therefore shall be restricted to FIFA and FIFA Rights Holders.



A3. MOBILE AND INTERNET SERVICES/APPLICATIONS

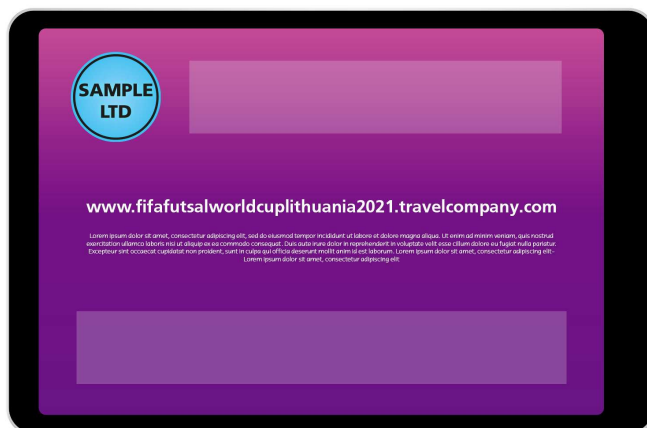
Use of Official Intellectual Property or broadcast content for commercial purposes in applications and/or any other mobile/internet services is not permitted.

Editorial/descriptive use of the event is permissible as long as the use does not create a risk of confusion that the service is in any way connected with FIFA Tournaments or FIFA. Names or titles of any such service or application (app) may not incorporate any Official Intellectual Property in a manner which suggests an endorsement by FIFA, for example the full event title or the Official Emblem.



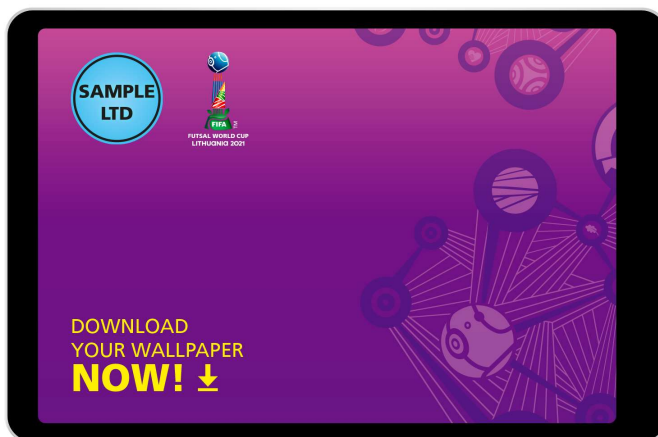
A4. DOMAIN NAMES/URLS/HYPERLINKS

Official Intellectual Property may not be incorporated in domain names, unless authorised by FIFA. Use of Official Intellectual Property in URLs or hyperlinks by commercial websites is not permitted.



A5. WEBSITES (LOOK AND FEEL)

Official Intellectual Property may not be used as part of the overall design of a website or webpage (including background or wallpaper designs) if it is likely to create the impression of an association with FIFA Tournaments and/or FIFA.



A6. BLOGS

Official Intellectual Property used on editorial blogs, reporting or commenting on FIFA Tournaments without any commercial content or advertising generally does not create an unauthorised association and is accepted.



B. BUSINESS ADVERTISEMENTS

Using any Official Intellectual Property in commercial advertisements is likely to create an unauthorised association and is therefore to be avoided.



C. COMPETITIONS/GAMES/LOTTERIES

Competitions, games or lotteries using any Official Intellectual Property or creating a commercial association with FIFA Tournaments, unless authorised by FIFA, are not permitted.



D. TICKET PROMOTIONS

Unless authorised by FIFA or organised in cooperation with a FIFA Rights Holder, it is not permitted to use tickets for any of the FIFA Tournaments for promotional purposes, prize draws, incentives, online auctions and/or any other type of consumer promotion.



Tickets for any of the FIFA Tournaments obtained through unauthorised ticket promotions will be cancelled once identified, and access to the stadium will therefore not be granted.

E. MATCH SCHEDULES

Editorial use

The editorial, non-commercial use or reproduction of the official FIFA match schedule does not create an unauthorised association and is generally accepted.



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 schedules of FIFA Tournaments are protected by copyright and other intellectual property rights in many countries around the world. The news media may publish the match schedules separately or as part of a publication to inform the public about FIFA Tournaments. Any unauthorised third-party commercial branding upon, in close proximity to, or in relation to the match schedule must be avoided.

F. COUNTDOWN CLOCKS/TICKERS

Any commercially branded tool created to count down to FIFA Tournaments creates an unauthorised association, whether physical or online.



G. BUSINESSES

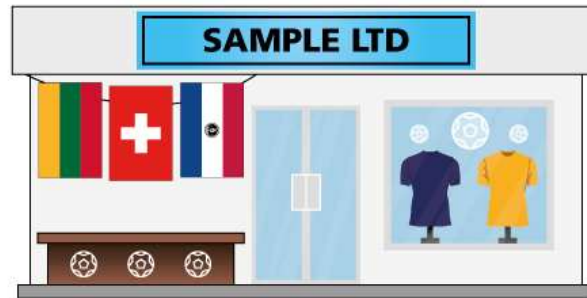
G1. BUSINESS NAMES

Official Intellectual Property used as part of any business name, in any context, without the authorisation of FIFA is not permitted.



G2. IN-STORE DECORATIONS (RESTAURANTS, BARS, RETAIL OUTLETS...)

Generic football or country-related in-store decorations do not create an unauthorised association and are generally accepted.



Official Intellectual Property is not permitted for use as in-store decorations, unless authorised by FIFA or via a FIFA Rights Holder.



G3. MERCHANDISE

Items with generic football terms and/or country names or national flags do not create an infringement of FIFA's rights.



Use of Official Intellectual Property or any element thereof on any merchandising item is an exclusive right of FIFA Rights Holders and is therefore not permitted. If you are interested in becoming a FIFA Rights Holder, please refer to section 8 below.

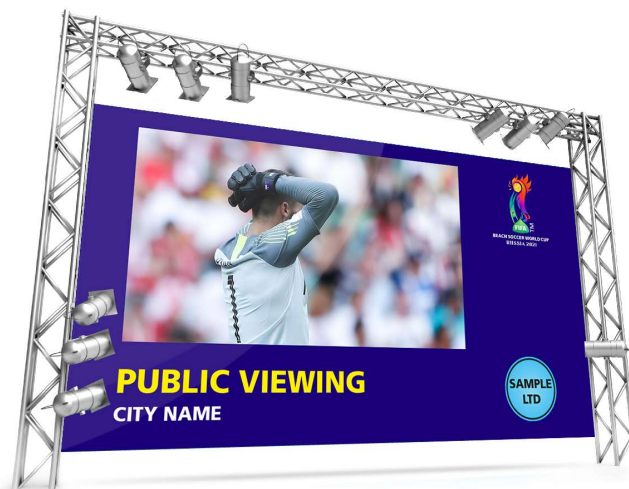


H. PUBLIC VIEWING

Authorised public viewing exhibitors must comply with the FIFA Regulations for Public Viewing Events and obtain a licence granted by FIFA or its Media Rights Licensees.

Any other public displays showing moving images from the matches of FIFA Tournaments should avoid using any Official Intellectual Property or advertising sponsorship that may create an unauthorised association between FIFA and/or FIFA 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.



I. ON-SITE AT FIFA TOURNAMENTS

I1. HOSPITALITY GUESTS

Groups of fans, including hospitality guest groups, may not display or wear items with the same prominent non-FIFA branding, including signs guiding groups to the stadium, which create an unauthorised association and violate the Ticketing Terms and Conditions. This includes branded clothing, flags or any other items given to fans.



I2. DISTRIBUTION OF BRANDED ITEMS

Distribution of branded items on match days in the area surrounding the stadium without the necessary approval is not permitted as it creates an unauthorised association of the respective brand with the respective FIFA Tournament, suggesting that the brand is a sponsor thereof.

8 – CONTACT INFORMATION AND HOW TO GET INVOLVED

In general, there are various opportunities for entities or individuals to benefit from and get involved with FIFA Tournaments without using the Official Intellectual Property or commercially associating with the Tournament, for example:

- Providing various services for FIFA Tournaments:
 - infrastructure
 - events and activities staged by FIFA and/or the host country
 - catering
 - food & beverage concessionaire
 - cleaning and waste management
 - private security
 - furniture supplier
- Getting in touch with one of FIFA 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 at the grassroots level.

Please visit www.FIFA.com or use the contact details below for specific topics to find out more.

Sponsorship

If you are interested in becoming a Rights Holder/sponsor, please contact sales@fifa.org.

Licensing

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

Public viewing

If you wish to apply for a public viewing event licence for any of the FIFA Tournaments, or if you require further information, please contact publicviewing@fifa.org.

Mark request

To request the use of any of the Official Intellectual Property for editorial purposes, please visit the FIFA Digital Archive (www.fifadigitalarchive.com) and click on the “MARK REQUEST FORM” button.

Unauthorised ticket sales/promotions

We welcome reports of any unauthorised sales/promotions of tickets, including if you believe you have purchased potentially fake tickets, by email at ticketenforcement@fifa.org.

Unauthorised use of FIFA’s Official Intellectual Property

To report any unauthorised use of FIFA’s Official Intellectual Property, please email us at brandprotection@fifa.org.

FIFA®

Annexe 1

OTHER EVENTS 2021-2022

INTELLECTUAL PROPERTY AND NATIONAL SUPPORTERS



Additional intellectual property as well as additional National Supporters may be revealed closer to the dates of the FIFA Tournament in question.

FIFA Club World Cup Qatar 2020™

Official Trophy	Official Emblem	Official Look
		

National Supporters:



Presenting Partner:



Blue Stars / FIFA Youth Cup™

Official Trophy	Official Emblem
	

FIFA Beach Soccer World Cup Russia 2021™

Official Trophy	Official Emblem	Official Look
		


FIFA Futsal World Cup Lithuania 2021™

Official Trophy	Official Emblem	Official Mascot	Mascot's Name	Official Look
			<p>IVARTITO</p>	

FIFA Arab Cup 2021™

Official Emblem	Official Look
	

FIFA U-20 Women's World Cup Costa Rica 2022™

Official Trophy


FIFA U-17 Women's World Cup India 2022™

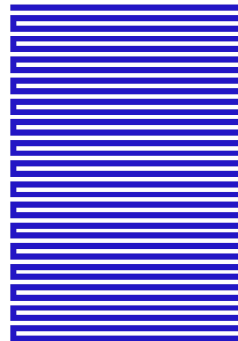
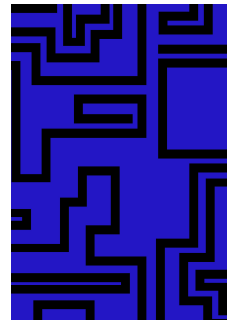
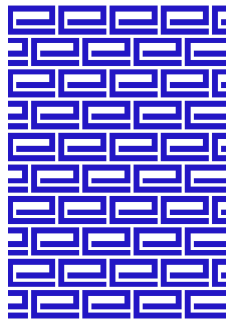
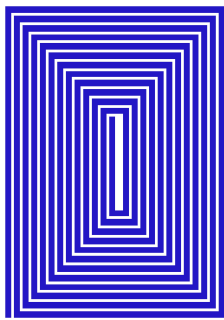
Official Trophy	Official Emblem	Official Look
		

FIFAE Tournaments

FIFAE Brand Official Logo



FIFAE Brand Official Look

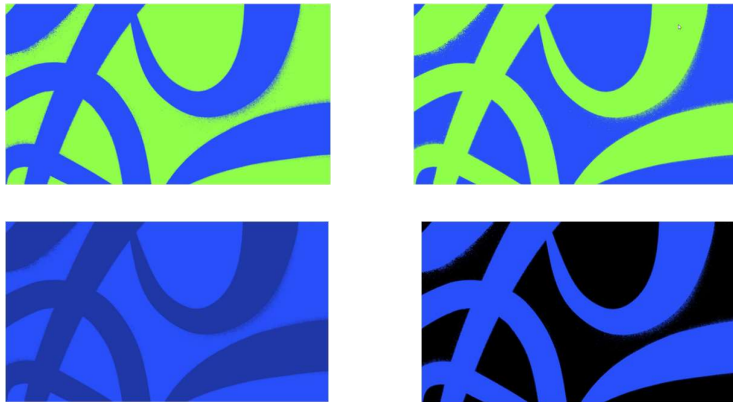


FIFAE Club World Cup™

Official Emblems

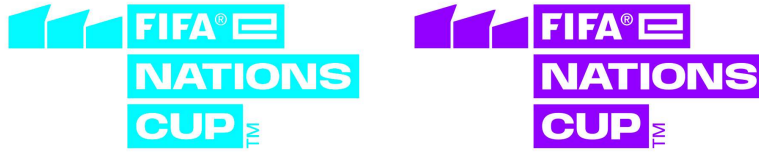


Official Looks

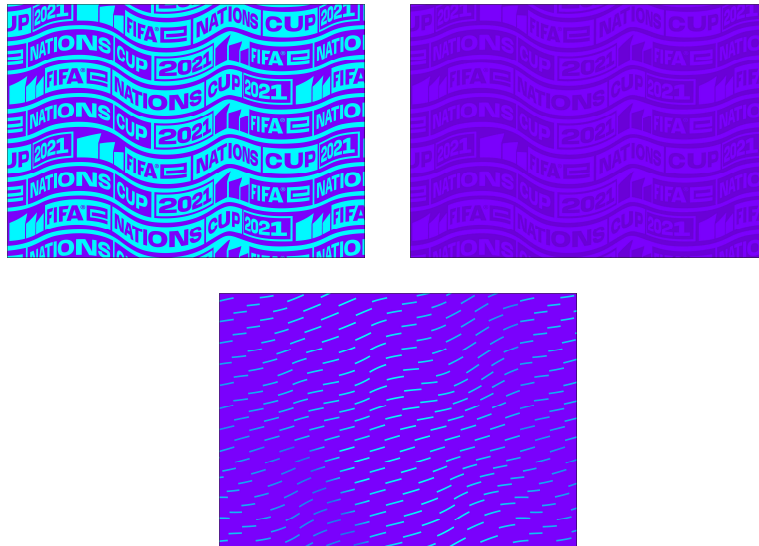


FIFAE Nations Cup™

Official Emblems



Official Look

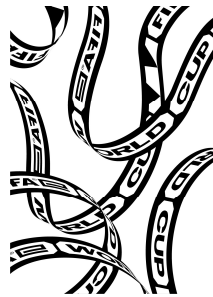
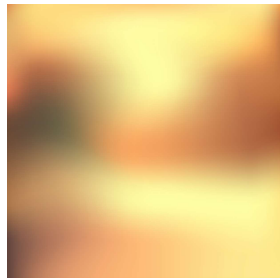


FIFAE World Cup™

Official Emblems



Official Look



Official Trophy



Presenting Partner:

