



FIFA Intellectual Property Guidelines

May 2023, Version 3.0

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These guidelines provide information and guidance to interested parties on FIFA's intellectual property and other commercial rights in relation to the FIFA Women's World Cup Australia & New Zealand 2023™ (the "Tournament") and FIFA.

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 the Tournament. 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 the Tournament which include all intellectual property, media, marketing, licensing, ticketing and other commercial rights.

FIFA Women’s World Cup™

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 will want to be a part of its next edition which will be held in Australia and New Zealand from 20 July to 20 August 2023.

Due to the enormous cost of staging such a large event, FIFA would not be able to organise the Tournament without the significant financial support of its sponsors, media rights licensees, and other licensees, as well as the host countries. These stakeholders all make vital financial contributions to ensure that the event is sufficiently funded and can thus be staged.

2 – OFFICIAL INTELLECTUAL PROPERTY

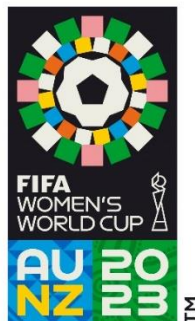
FIFA has developed a range of brand assets, including logos, words, titles, symbols and other identifiers in connection with the Tournament and FIFA (“Official Intellectual Property”). The Official Intellectual Property is protected in Australia and New Zealand and territories around the world by trademark 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 also 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 the Official Emblem or other official marks for editorial purposes, please visit:

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

The following is not a full list of Official Intellectual Property. For a comprehensive overview of the registered intellectual property in any specific country, please inquire with the relevant Intellectual Property Office(s) and/or seek advice from a local intellectual property professional.

The Official Emblem



The Official Mascot and Mascot's name



TAZUNI™

The Official Slogan

**BEYOND
GREATNESS™**

The Official Title

**FIFA
WOMEN'S
WORLD CUP
AU·NZ·23™**

The Official Trophy



The FIFA Corporate Mark

FIFA®

The FIFA Plus Mark



Word marks (examples)

FIFA Women`s World Cup Australia & New Zealand 2023™

FIFA Women`s World Cup 2023™

FIFA Women`s World Cup™

Beyond Greatness™

The Official Typeface

The Official Typeface has been specifically created for the Tournament and is protected by copyright and in various jurisdictions by design registration:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7
8 9 0

3 – IMPORTANCE OF PROTECTING THE TOURNAMENT BRAND

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

FIFA’s Rights Holders in turn make vital financial contributions to ensure that the Tournament can be staged and investments can be made in further developing the game worldwide. The Rights Holders will, however, only invest in FIFA/the Tournament if they are provided with exclusivity for the use of the Official Marks and other commercial rights. Without exclusivity, i.e. if the Tournament brand were not protected and anyone were able to use the Official Intellectual Property, and thereby create an association with the Tournament 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 the Tournament 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 the Tournament, and FIFA asks that non-affiliated entities/individuals respect FIFA’s rights and conduct their activities without commercially associating with the Tournament.

4 – FIFA RIGHTS HOLDERS

Currently, FIFA has appointed the following Rights Holders:

COMMERCIAL AFFILIATES

Commercial Affiliates acquire a sponsorship package consisting of the following: FIFA Partners, FIFA Women’s Football Partners, FIFA Women’s World Cup™ Sponsors and Tournament Supporters. The following list represents the current line-up of Commercial Affiliates and will be updated periodically

1. FIFA Partners

FIFA Partners consist of companies which receive (i) the right to be identified by FIFA as a “FIFA Partner” in respect of the Tournament; and (ii) global advertising, promotional and marketing rights in relation to FIFA and certain FIFA competitions, including the Tournament. Current FIFA Partners include:



2. FIFA Women’s Football Partners

FIFA Women’s Football Partners receive (i) the right to be identified by FIFA as a “FIFA Women’s Football Partner” in respect of the Tournament; and (ii) global advertising, promotional and marketing rights in relation to: one or more FIFA women’s football competitions (including the Tournament) and certain other FIFA activities relating to women’s football. Current FIFA Women’s Football Partners include:



3. FIFA Women’s World Cup Sponsors

FIFA Women’s World Cup Sponsors consist of those companies which are not FIFA Partners or FIFA Women’s Football Partners to which FIFA grants (i) global advertising, promotional and marketing rights in relation to the FIFA Competitions; and (ii) the right to be identified by FIFA as a “FIFA Women’s World Cup™ Sponsor” in connection with the Tournament. Current FIFA Women’s World Cup Sponsors include:

SPONSORS



4. Tournament Supporters

Tournament Supporters consist of companies (not being FIFA Partners, FIFA Women’s Football Partners or FIFA Women’s World Cup™ Sponsors) to which FIFA grants (i) advertising, promotional and marketing rights in relation to the Tournament for exercise in respect of one or more selected territories and/or regions ; and (ii) the right to be identified by FIFA as a “Tournament Supporter” in connection with the Tournament.

Asia incl. Australia & New Zealand	South America
<p style="text-align: center;">SUPPORTERS</p>	<p style="text-align: center;">SUPPORTERS</p>

MEDIA RIGHTS LICENSEES

Media Rights Licensees are entities which have been granted certain media rights to the 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

DUAL-BRANDED LICENSEES AND MONO-BRANDED LICENSEES

Dual-branded and mono-branded Licensees are entities to which FIFA has granted or will grant the right to develop, manufacture and sell various products bearing the official marks – Official Licensed Products.

- Dual-branded Official Licensed Products – official products that bear Official Intellectual Property and certain of Licensee's (company) marks
- Mono-branded Official Licensed Products – official products that only bear Official Intellectual Property

HOSPITALITY

FIFA has appointed MATCH Hospitality AG as the worldwide exclusive rights holder for the FIFA Hospitality Programme of the Tournament. It is the only company that is permitted to offer ticket-inclusive hospitality packages worldwide, either directly or through its appointed sales agents.

5 – HOW TO CELEBRATE WITHOUT CREATING AN UNAUTHORISED ASSOCIATION

There are legitimate ways to celebrate the Tournament 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 the Tournament – 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 FIFA Women's World Cup success is closely related to the extensive media coverage that it receives. 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 Tournament and any businesses other than FIFA's 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'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 Tournament 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/](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 the Tournament. 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's 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 the Tournament, does not create an unauthorised association. However, Official Intellectual Property 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 repeated use of the Official Intellectual Property in the corner of a special edition, or on each successive web page of a special subsection of a website, since such use may suggest an endorsement by FIFA).



Commercial use

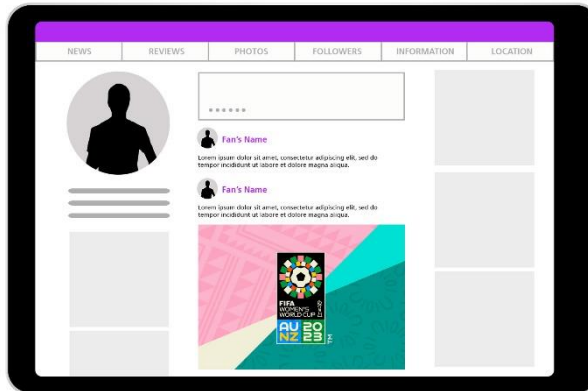
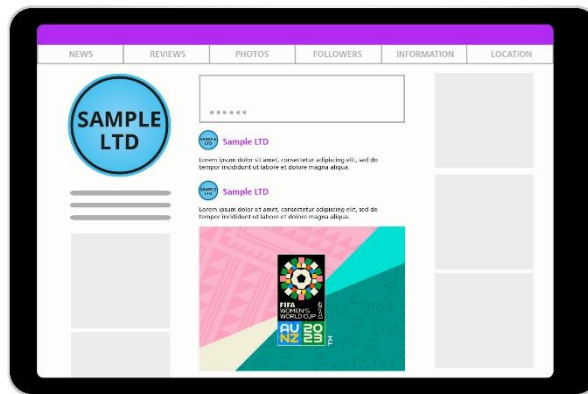
Official Intellectual Property may not be used together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...”, etc.



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 the Tournament/FIFA, and therefore should be avoided.

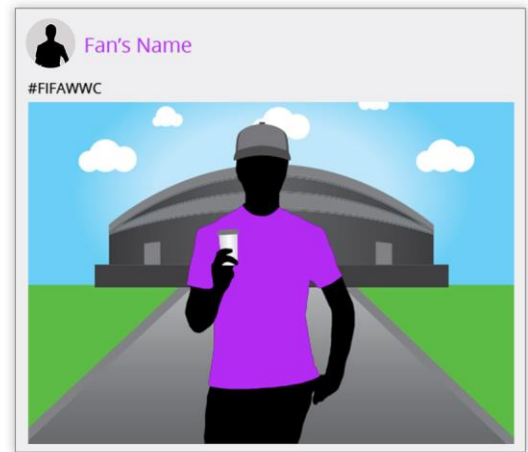
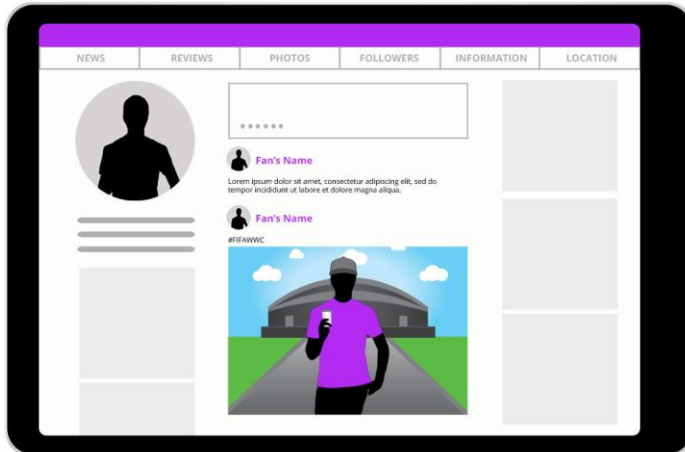


Retweeting or sharing official content

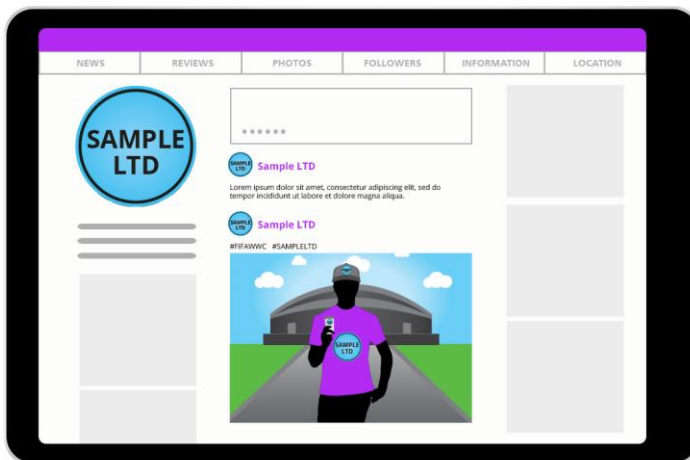
Retweeting or sharing official content from FIFA, or FIFA event official accounts by fans, without any commercial benefit, is permitted. Retweeting or sharing official content for commercial purposes is an exclusive right granted to FIFA Rights Holders.

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 the Tournament and/or FIFA, and therefore shall be restricted to FIFA and FIFA Rights Holders.



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 the Tournament 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.



A3. 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.



A4. 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 the Tournament/FIFA.



A5. BLOGS

Official Intellectual Property used on editorial blogs, reporting or commenting on the Tournament 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 the Tournament, 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 the Tournament (“Tickets”) for promotional purposes, prize draws, incentives, online auctions and/or any other type of consumer promotion.



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

E. 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 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 schedule of the event is protected by copyright and other intellectual property rights in many countries around the world. The news media may publish the match schedule separately or as part of a publication to inform the public about the Tournament. 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 the Tournament 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 the Tournament should avoid using any Official Intellectual Property or advertising sponsorship that may create an unauthorised association between FIFA and/or the Tournament and third parties which are not FIFA Rights Holders.

The FIFA Women's World Cup Australia & New Zealand 2023™ Regulations for Public Viewing Events will be available on FIFA.com closer to the Tournament date.



I. ON-SITE AT THE TOURNAMENT

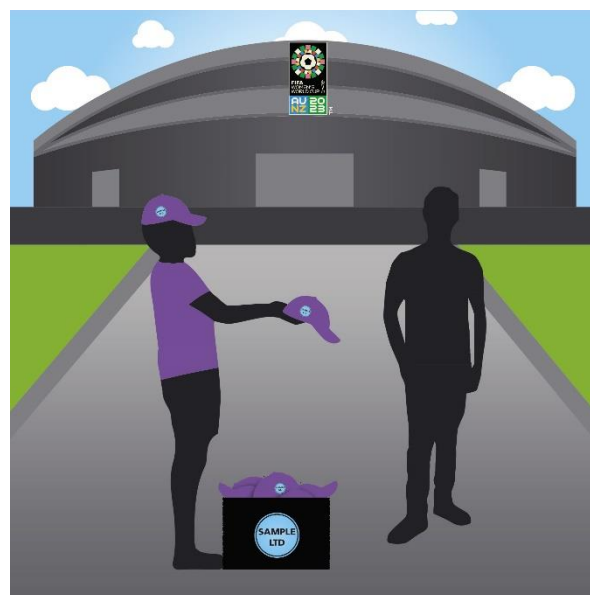
I1. HOSPITALITY GUESTS

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 matchdays 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 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 the Tournament without using the Official Intellectual Property or commercially associating with the Tournament, for example:

- Providing various services for the Tournament:
 - infrastructure
 - events and activities staged by FIFA and/or the host countries
 - catering
 - food & beverage concessionaire
 - cleaning and waste management
 - private security
 - furniture supplier
- Getting 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 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 the FIFA Women's World Cup Australia & New Zealand 2023 or 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 Intellectual Property

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