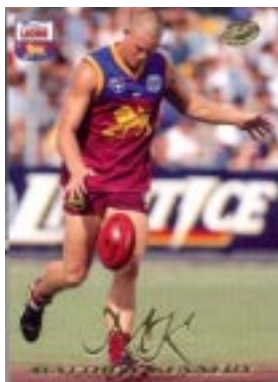
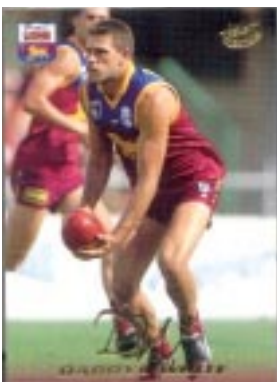
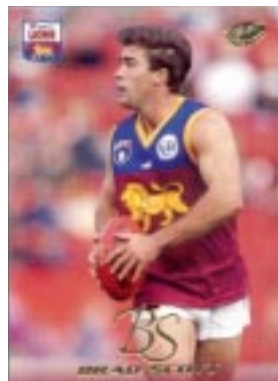
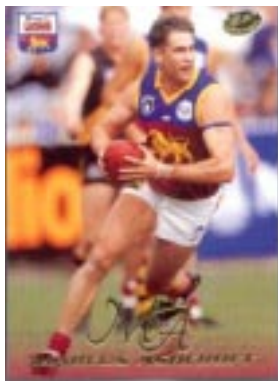
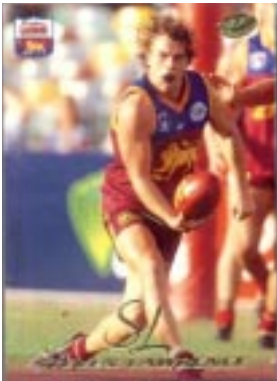
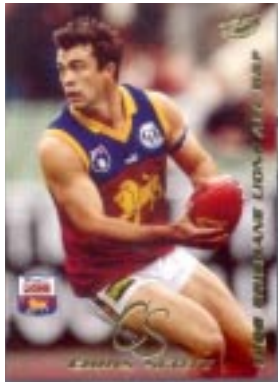
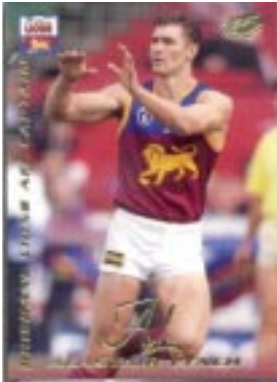


ATTACHMENT 1

Category 4: General Players Image Program
Product Example: Trading cards — Automatic approval granted

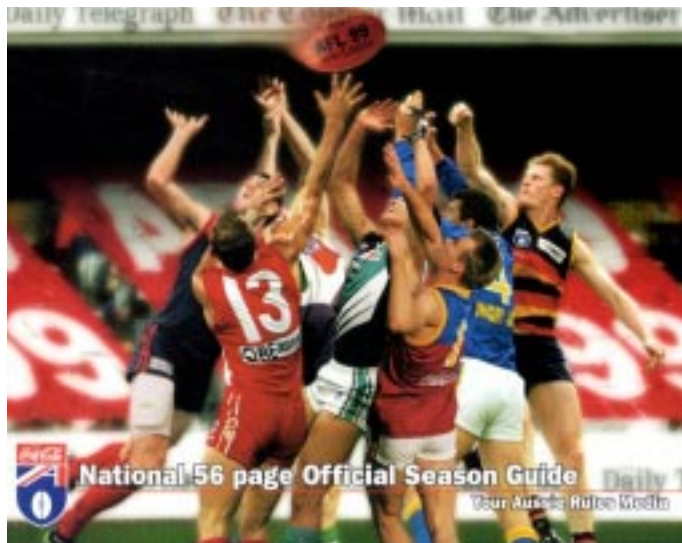
Attachment 1



ATTACHMENT 2

Category 5: Multiple Player Image Programs.
Six or more players equally represented.

Attachment 2



ATTACHMENT 3

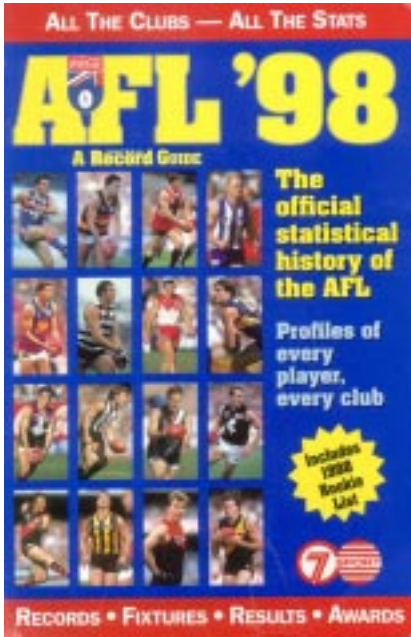
Approval in this shot would *only* be sought for Stephen Silvagni as the “featured” player in this shot and not for players 19 or 16.



ATTACHMENT 4

Category 3: Promotion of the Game — Non revenue program

Attachment 4



ATTACHMENT 4 (CONTINUED)

Category 3: Promotion of the Game — Non revenue program

Attachment 4
(continued)

SEE YOUR TEAM FLY

Can your team go the distance? Do they have what it takes?
Experience all the action and excitement of football in full flight
with the 1999 Ansett Australia Cup.



**ANSETT AUSTRALIA
CUP 1999**

ATTACHMENT 5

Unacceptable use of AFL intellectual property in promotional activity of a club or sponsor as no permission/approval sought from the AFL

**Meet Paul's
New
Teammate.**

As a champion Hawthorn player, Paul Salmon relied on Samsung for sponsorship & support on the field. As a businessman, he relies on them for support in the office.

The Samsung multi-function office range offers multi-skilled support for any business application. With the Samsung SF4100 you can fax, copy, phone & print all on the one machine. . .

Samsung SF4100 Multi-Jet Colour Printing Fax. A convenient 4-in-1 unit ideal for even the busiest small office. Fax, print, copy and phone from the one unit. Features high quality colour print (600x300dpi), ink save mode, semi-dual access & memory transmission. **\$699**

Samsung SF4200 Office Master. The ultimate in multi-function technology. 6-in-1 unit combining a colour printer, fax, scanner, PC-fax, copier & telephone. Features high quality colour print (600x300dpi), ink save mode, 100-sheet paper capacity, quick scan, dual access and multi-copy up to 99 pages. **\$899**

SAMSUNG
Make them part of your team.

**Harvey Norman
COMPUTERS & COMMUNICATIONS**

SPRING MOUNT - ADELAIDE SUPERSTORE (08) 8532 4444
 - BALGOGLAH SUPERSTORE (08) 3963 4317
 - BANGOR (08) 9621 2133 - CAMPBELLTOWN (08) 452 4088 - CARRINGTON SUPERSTORE (08) 942 2998 - CHATELWOOD CHASE OFFSHORE APPLS - CHATELWOOD WALLACEWAY (08) 9419 8130 - FAIRFIELD (08) 8377 8777
 - GORDON (08) 3488 1488 - MOORE PARK SUPERSTORE (08) 8312 5433 - PENRITH (08) 8322 3088 - RILEY PARK (08) 8362 8888 - RYDE (08) 8367 3444 - SYPHON (08) 8543 3000 - WAREWILL (08) 8379 9011 - WILMORE (08) 8421 8888 - MARYLAND (08) 8484 2423 - MORONG (08) 8782 7300 - NAGONG (08) 8377 9884 - NEWCASTLE SUPERSTORE (08) 4946 4000 - NOWRA (08) 4421 5700 - ORANGE (08) 4481 4114 - PARRAMATTA (08) 8482 3800 - PORT MACQUARIE (08) 8481 0000 - TAMWORTH (08) 6734 3399 - TAREE (08) 6661 3000 - WINGGA WINGGA (08) 8481 3100 - WINDHAMPTON (08) 4670 8700 - YONGA (08) 8382 4144 - MCT - FREDRICKA (08) 6748 4148 - WEDIN PLAZA (08) 4582 0111 - WARRAGONG METERS - RUSLEY (08) 8384 1100 OPEN 7 DAYS - GARRINDALE (08) 3483 3700 - BRISBANE (08) 3288 8778 - BILBY (08) 3302 1188 - BRINDLEY (08) 882 7777 OPEN 7 DAYS - GOLD COAST (08) 5536 3155 OPEN 7 DAYS - GREENLAND COUNTRY - SUNDAY COAST (08) 6444 8007 OPEN 7 DAYS - BUNCARBONG (08) 4151 1078 - CANTON (08) 4681 8400 OPEN 7 DAYS - GLADSTONE (08) 4972 8888 - MACKAY (08) 4942 2888 - NORFOLK HICKHAMPTON (08) 4608 2788 - TOWNVILLE (08) 4700 5888 - VICTORIA SUPERSTORES - OPEN 7 DAYS - DANCONING (08) 6708 8888 - MARRINGONG (08) 6628 2700 - BROOKHURST (08) 6698 1000 - HERRINGHORN (08) 6671 6000 - PRESTON (08) 6668 3300 - VICTORIA DOWNY - OPEN 7 DAYS - ALBURY (08) 4691 7888 - MULLUMBUMBY (08) 3320 1000 - BENDIGO (08) 4447 2700 - GEELONG (08) 5274 1977 - MELBURN (08) 9591 2888 - SHEPPARTON (08) 3622 2500 - TRARALGON (08) 3714 4007 OPEN 7 DAYS - WESTERN AUSTRALIA - PERTH (08) 9411 1100 - COORNE PARK (08) 9444 1100 - NEW ZEALAND - HAMILTON (08) 447 1000 - MAUNANGI SUPERSTORE (08) 762 7100

Freight rates to Western Australia and Northern Territory areas and prices will differ to New Zealand. Prices shown are to destination address. Stocking and set up charges at all times.

ATTACHMENT 6

Incorrect use of AFL playing uniform in personal sponsorship

Attachment 6

Take a look at the scoreboard!

TEAM	WINS	LOSSES	POINTS	GOALS	BEHINDS
WARRIORS	12	4	180	150	100
SWANS	10	6	160	140	90
SEAGULLS	8	8	140	120	80
WILLYETS	6	10	120	100	70
WILSON	4	12	100	80	60
WILSON	2	14	80	60	40
WILSON	1	15	70	50	30
WILSON	0	16	60	40	20

MPV Traveller \$42,990*

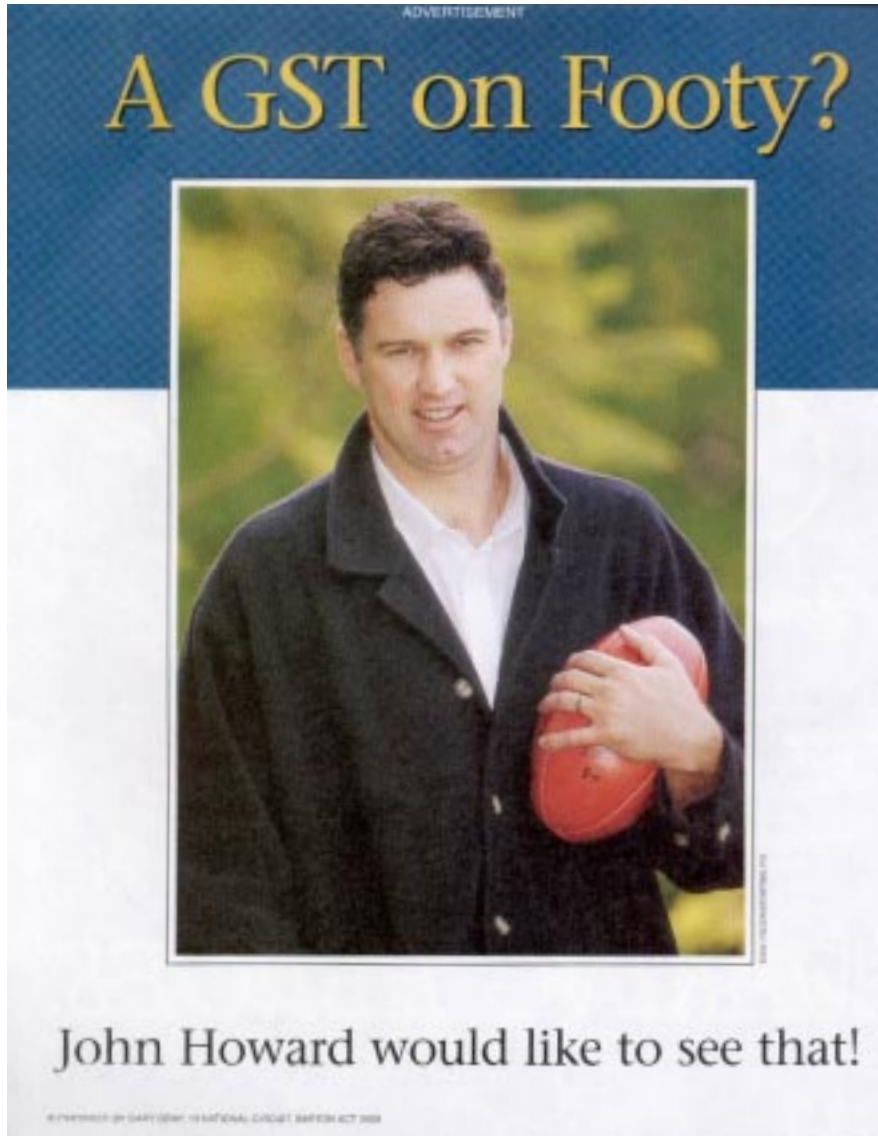
*MSRP. Excludes GST, license, registration, delivery, insurance, accessories and dealer fees. Dealer price may vary. See dealer for details. ©2005 Mazda North America, Inc.

mazda

ATTACHMENT 7

This advertisement was run at a time when Justin Madden was no longer playing in the AFL competition. If he had been a current Player this would constitute an *acceptable* use of a Player without AFL related images. There is, however, a breach of the AFL trademarked phrase “I’d like to see that”.

Attachment 7



ATTACHMENT 7 (CONTINUED)

Acceptable use of a Player in a personal sponsorship arrangement.

Attachment 7
(continued)



ATTACHMENT 8

Correct use of individual Player endorsement

Attachment 8



ATTACHMENT 9

Acceptable use of Player image in personal sponsorship program.



ATTACHMENT 10

Incorrect use of AFL on field gear. Although the advertisement is for the Club's major sponsor, permission was not sought from the AFL.

Attachment 10

**Skilled, multi-talented and a renowned leader.
So is Wayne Carey.**

When choosing a computer system, look for a package that is as comprehensively talented as North Melbourne's Wayne Carey. Hewlett-Packard is the only computer manufacturer that can offer a complete technology solution. Hewlett-Packard's range of HP Pavilion, HP ScanJet, HP DeskJet and HP Supplies demonstrates

perfect teamwork in the home or office. With a Hewlett-Packard solution you will receive the full backing of a partnership team with only one number to call for all service and support needs. To find out how to get the home office package that's in a league of its own, call 1800 130 862 or visit our web site at www.hp.com.

HP ScanJet 1100C

HP Pavilion PC

HP DeskJet 720

**HEWLETT
PACKARD**
Expanding Possibilities

ATTACHMENT 11

Incorrect use of Player associating with an AFL Club's imagery.

With characters this big,
you can't
miss the message.

\$299*

NOKIA 3810

Getting a message through to a big name like James Hird hasn't always been easy. But with the new Nokia 3810, the small phone with the big screen, he just can't miss it. You can send up to 52 characters of easy-to-read text, but if your message is less than 20 characters, it appears in JUMBO-SIZED text - which is impossible to ignore. And at only \$299* for new customers who connect to MobileNet® for 12 months, the message on the Nokia 3810 is great value. For further details, ask at any Telstra Shop.

Telstra Shop
Australia's
Favourite Phone
Shop

- Bendigo, 60 King St.
- Camberwell, 684 Burke Rd.
- Chadstone, Shopping Centre.
- Dandenong, 245 Princes Hwy and 50 McCrae St.
- Doncaster, Shoppingtown.
- Footscray, 214 Nicholson St.
- Frankston, 407 Nepean Hwy.
- Geelong, Cnr Mercer & Ginn Sts and 29 Malop St.
- Knox City, Shopping Centre.
- Melbourne, 253 Bourke St and Telstra Centre, 242 Exhibition St.
- Mentone, 22 Nepean Hwy.
- Mitcham, 586 Whitehorse Rd.
- Northland, Shopping Centre.
- Preston, 99 Bell St.
- Southland, Shopping Centre.

Telstra
Making life easier

*Minimum package cost to approved customers who remain connected to MobileNet® for 12 continuous months is \$784 (includes connection fee and 12 months access fees on Flexi-Plan® Standard) plus call charges. No back orders. Offer not available with any other Telstra MobileNet offer. Telstra reserves the right to change offer, including phone specifications, without notice. ®Registered trade mark of Telstra Corporation Ltd. A.C.N. 051 775 556. JSA TSH (000)MEL.

ATTACHMENT 12

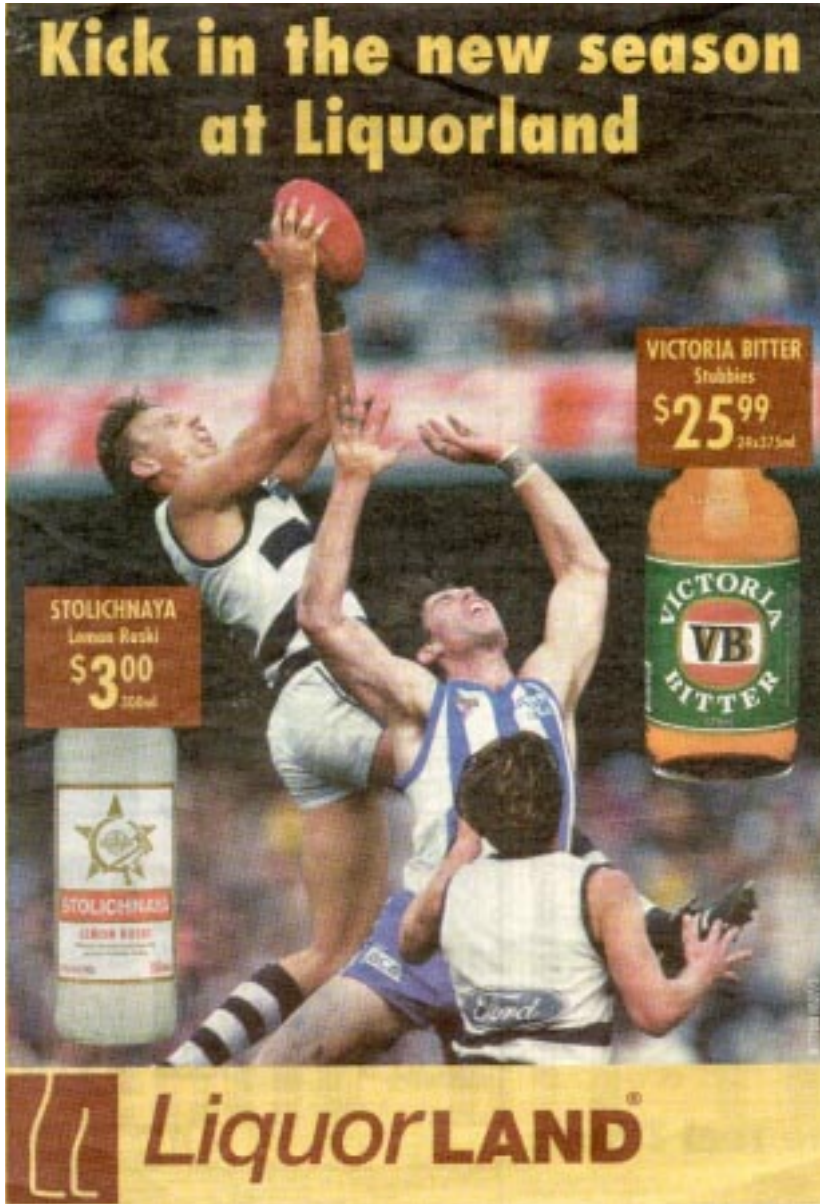
Incorrect use of AFL Player uniform. This billboard conflicts with the AFL's major sponsor.



ATTACHMENT 13

Incorrect use of Player uniforms. Dusting and/or airbrushing is not permitted.

Attachment 13



ATTACHMENT 14

Category 1: AFL Club Programs
Product Example: Keyrings



ATTACHMENT 15

Category 2: AFL Team Image Poster

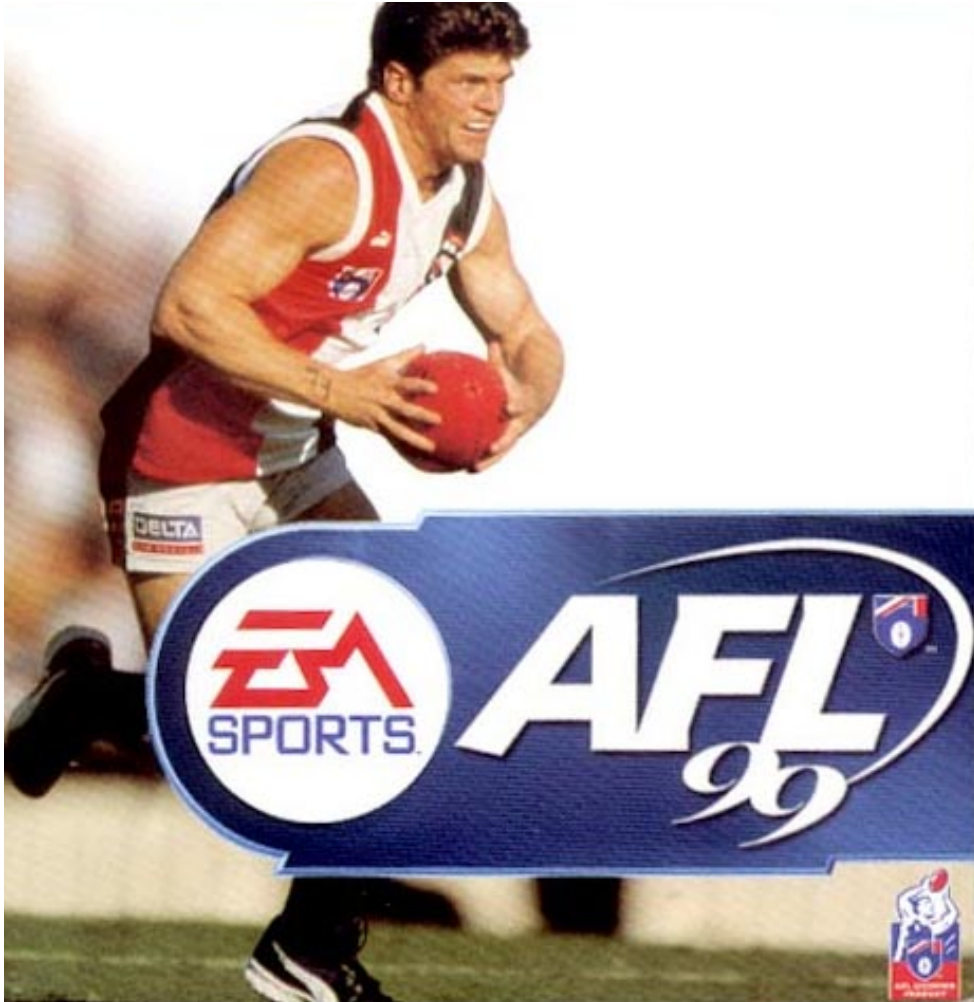
Attachment 15



ATTACHMENT 16

Category 6: Individual Player Program
Correct use of joint AFL and player endorsement.

Attachment 16





1998-2003