



FIFA WORLD CUP
Brasil

2014 FIFA World Cup Brazil™

FIFA PUBLIC GUIDELINES FOR USE OF FIFA'S OFFICIAL MARKS

These Public Guidelines will be updated periodically.
Please check FIFA's website www.FIFA.com for the latest version.



CONTENT



CHAPTER		PAGE
Section 1	Purpose of these FIFA Public Guidelines	3
Section 2	Official Marks	5
Section 3	Examples of Use (“Do’s and Dont’s”)	8
Section 4	General Benefits (“How to get involved”)	20
Section 5	Contact Information	22
Annex 1	General Background of the 2014 FIFA World Cup™	23
Annex 2	Media Information	26

SECTION 1



PURPOSE OF THESE PUBLIC GUIDELINES

THE 2014 FIFA WORLD CUP™ The FIFA World Cup™ is an event staged on a scale of spectacular proportions. As the largest single sports event and most-watched competition on earth it enjoys phenomenal interest from sports fans and the business world alike. Many entities, organisations, businesses and non-commercial organisations will want to be a part of this event.

SUPPORT BY FIFA RIGHTS HOLDERS It is important to note that due to the enormous cost 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. 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 exclusive association with the competition, especially the right to use the Official Marks (as defined in Section 2) 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 not only undermines the integrity of the FIFA World Cup™ and its marketing programme, but also puts the interests of the worldwide football community at stake. The FIFA Rights Holders will only invest in the 2014 FIFA World Cup™ if they are provided with this exclusivity for the use of the Official Marks. If anyone could use the Official Marks for free and create an association with the 2014 FIFA World Cup™, there would be no reason to become a Rights Holder. This would mean that FIFA and the LOC could not appoint any Rights Holders and could not secure the funding for the 2014 FIFA World Cup™ from such revenues.

Therefore, the protection of the exclusive rights is crucial for the funding for the 2014 FIFA World Cup Brazil™ and FIFA asks that non-affiliated entities respect FIFA's intellectual property and conduct their activities without commercially associating with the 2014 FIFA World Cup™.



GENERAL INFORMATION AND GUIDANCE

These Public Guidelines are designed to offer guidance and information to the general public.

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 2014 FIFA World Cup™. 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 legal advice.

THIRD PARTIES – HOW TO BENEFIT WITHOUT ASSOCIATION?

The experience from previous FIFA World Cup™ tournaments has shown that there are many ways an entity can benefit from the FIFA World Cup™ without using the Marks or commercially associating itself with it (please see Section 4 below).

In particular, it is expected that the country and the economy of Brazil will, in general, greatly benefit from the 2014 FIFA World Cup™, which will be to the advantage of many Brazilian entities, organisations and institutions as well as the Brazilian citizens.

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

An event is considered a Public Viewing Event if at such event broadcast coverage (signal) of the 2014 FIFA World Cup™ is made available for public exhibition. No use of the Official Marks is permitted and no sponsorship that creates any direct or indirect association with FIFA and the 2014 FIFA World Cup™ can be granted to third parties which are not FIFA Rights Holders. FIFA regulations for Public Viewing Events will be issued separately by FIFA at a later stage and will be available on www.FIFA.com.

A Public Viewing Event licence has to be obtained from FIFA. Any party interested in obtaining a licence to exhibit broadcast coverage (signal) of the 2014 FIFA World Cup™ should make a request to FIFA via www.FIFA.com and upon grant of a licence shall comply with the FIFA regulations for Public Viewing Events (issued by FIFA from time to time).

TERRITORY

These Public Guidelines apply to activities by any third parties on a worldwide basis, including in the host country Brazil.

SECTION 2



OFFICIAL MARKS

OFFICIAL MARKS

FIFA has developed and protected an assortment of logos, words, titles, symbols and other trade marks which it will use, or allow others to use, in relation to the 2014 FIFA World Cup™ (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, trade marks and/or other laws of intellectual property. The Official Emblem is the main logo used as reference to the 2014 FIFA World Cup™.

OFFICIAL MASCOT



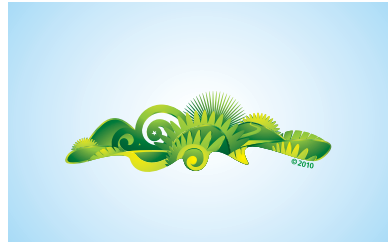
The Official Mascot is a very popular brand asset which contributes hugely to the visual identity of the event. The Mascot is used extensively by not only FIFA and the LOC for promotional purposes, but also FIFA’s Rights Holders in their activation campaigns and across their communication channels. As for all other Official Marks all rights in relation to the Official Mascot are reserved in name of FIFA and the image of the Official Mascot enjoys extensive protection under the different laws of Intellectual Property.

OFFICIAL SLOGAN

All in one rhythm™ (Juntos num só ritmo™)



OFFICIAL LOOK ELEMENT



FIFA WORLD CUP TROPHY



OFFICIAL POSTER



OFFICIAL FAN FEST LOGO





PROTECTED TERMS

- 2014 FIFA World Cup Brazil
- 2014 FIFA World Cup
- FIFA World Cup
- FIFA
- World Cup
- 2014 World Cup
- World Cup 2014
- Brazil 2014
- 2014 Brazil
- Football World Cup
- Soccer World Cup
- Copa 2014
- Copa do Mundo
- Mundial 2014
- Mundial de Futebol Brasil 2014
- Copa do Mundo 2014
- HOST CITY names + 2014 for each of the host cities (e.g. Rio 2014, etc.)

Please note that this is not a full list of FIFA's trade marks in relation to the 2014 FIFA World Cup™. 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 or intellectual property 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 Brazil and territories around the world by trade mark 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 2014 FIFA World Cup™ (“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).

ADVERTISEMENTS/PROMOTIONS

General advertisement: an advertisement using general football terms/imagery may NOT create an Unauthorised Association.



General advertisement: an advertisement using an Official Mark (such as emblems, words, slogans, event titles, etc.) or any other reference to the event creates an Unauthorised Association.



ADVERTISEMENTS/PROMOTIONS

Ticket promotion: any type of ticket promotion (including on-line auctions and promotional competitions), unless organised by a FIFA Partner, 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, non-commercial 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.



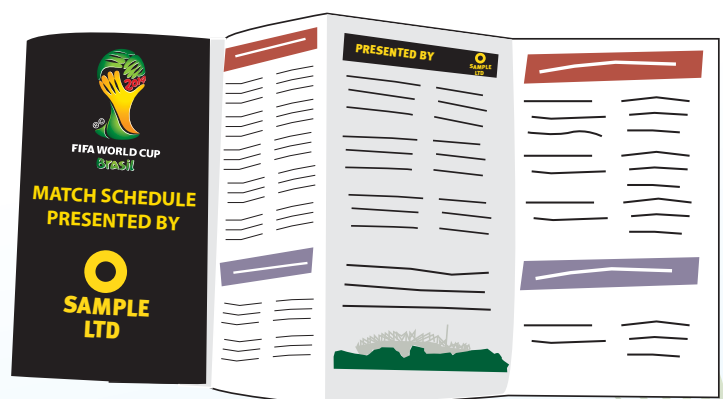
MATCH SCHEDULE

Please note: The match schedule of the 2014 FIFA World Cup™ 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 2014 FIFA World Cup™, but it must be ensured that the match schedule is not published with any unauthorised commercial branding upon, next to, or in relation to the match schedule.

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

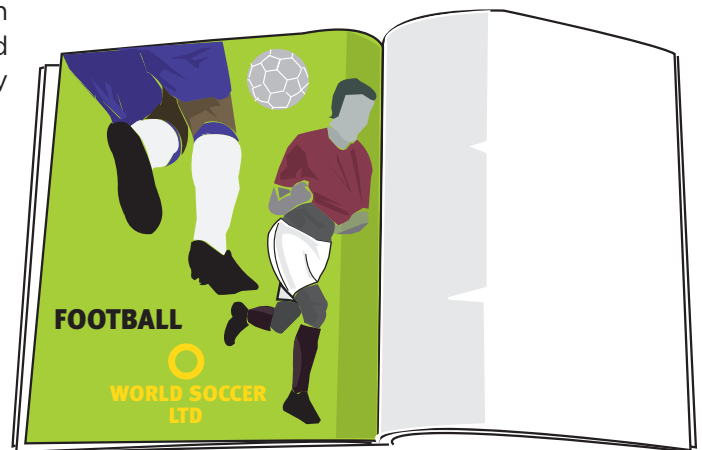


Commercial use: The commercial use of the match schedule, specifically for advertising, creates an Unauthorised Association.



COMPANY/BUSINESS NAMES

General terms: A general football-related **OR** Brazil-related business name may NOT create an Unauthorised Association (provided it is not used together with FIFA 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 Brazil-related terms OR national flags do NOT create an infringement of FIFA's rights (provided it is not used together with FIFA 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 Unauthorised Association.



IN-STORE DECORATION (RESTAURANTS, BARS, RETAIL OUTLETS)

General terms: general football-related or Brazil-related in-store decoration does NOT create an Unauthorised Association.

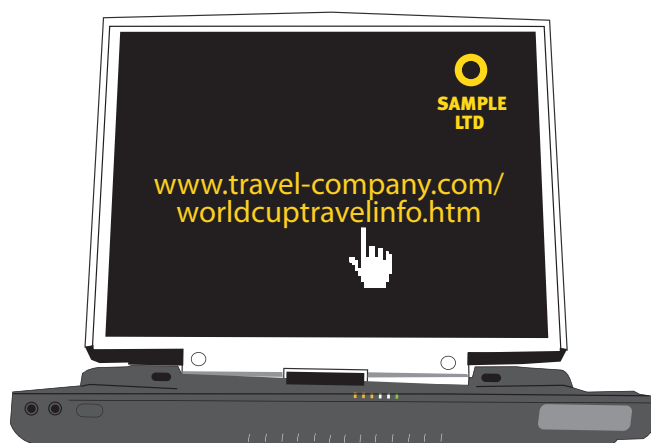


Official Marks/event titles: The use of an Official Mark as part of an in-store decoration creates an Unauthorised Association.

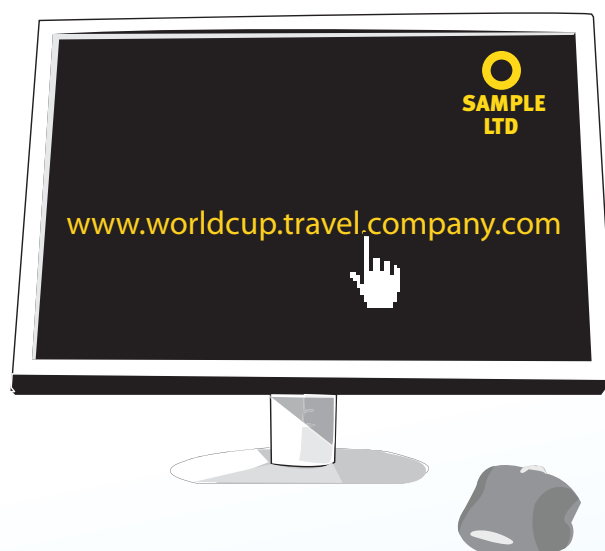


INTERNET/MOBILE

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.



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.



INTERNET/MOBILE

“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 including mobile optimised websites or applications, particularly 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).



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).



INTERNET/MOBILE

MMS/SMS/other mobile services: FIFA's official logos, symbols and other graphic trade marks may not be used in SMS, MMS or similar mobile services. FIFA's Protected Terms (e.g. the event titles) may not be used in such mobile services to create the impression that a service is officially associated with the 2014 FIFA World Cup™.



Mobile and other applications: Official Marks may not be used for specific applications on the 2014 FIFA World Cup™ and no association may be created with FIFA and/or the 2014 FIFA World Cup™. The Protected Terms may not be incorporated in the name of any such application.



“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

FIFA's official logos, symbols and other graphic trade marks may not be used on any social media platform. FIFA's Protected Terms (e.g. the event titles) may not be used to create the impression that a page is officially related to the 2014 FIFA World Cup™.



PUBLIC VIEWING EVENTS

Commercial Branding: The use of the Official Marks is not permitted and no sponsorship that creates a direct or indirect association with FIFA and the 2014 FIFA World Cup™ can be granted to any third parties which are not FIFA Rights Holders.

Any Public Viewing Exhibitor that has obtained a Public Viewing Event licence from FIFA shall comply with the FIFA regulations for Public Viewing Events (issued by FIFA from time to time).





PLEASE NOTE

The examples in this section are given for illustrative purposes only.

If FIFA writes to you to explain that a certain activity which you thought was in compliance with these 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 2014 FIFA World Cup™. 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.

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 2014 FIFA World Cup™ 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 2014 FIFA World Cup™:

SERVICE PROVIDER

Be a service provider or supplier in relation to the preparation and organisation of the 2014 FIFA World Cup™:

- Be a service provider or supplier for the stadia construction and other general infrastructure requirements. For any details on the LOC service procurement process, please contact the LOC directly.
- Be a service provider or supplier for events, functions and activities staged by FIFA and/or the LOC in relation to the FIFA 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 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 LICENCE

Buy a product license from FIFA for the production of Official Licensed Merchandise products. If you are interested please apply via the form on FIFA.com:
www.fifa.com/aboutfifa/organisation/marketing/licensing.html.



GENERAL FOOTBALL PROMOTIONS

Conduct general football promotions without any reference or association to the 2014 FIFA World Cup™ (i.e. benefiting from the increased general attention to football in the host country).

SUPPORT GRASS ROOTS FOOTBALL

Support local football in Brazil or your home country – grass roots football needs support, companies can conduct football promotions associating with their local property without associations to the 2014 FIFA World Cup™.

SECTION 5



CONTACT INFORMATION

FIFA

You can order the Official Marks by completing the appropriate request form at the website:

www.FIFAdigitalarchive.com

LOCAL ORGANISING COMMITTEE

For any enquiries in relation to the LOC procurement process for the provision of services in relation to the preparation for the 2014 FIFA World Cup™, please contact the Local Organising Committee:

Comitê Organizador da Copa do Mundo da FIFA Brasil 2014
Av. Salvador Allende, 6.555 – RioCentro – acesso portão H
Barra da Tijuca - Rio de Janeiro - Brasil - 22783-127
Tel. +55 21 2014-2014
Fax +55 21 2432-2025

FIFA SALES DEPARTMENT

If you are interested in becoming a National Supporter of the 2014 FIFA World Cup™ please contact the Sales Department
sales@fifa.org

ANNEX 1



GENERAL INFORMATION

2014 FIFA WORLD CUP BRAZIL™

The next FIFA World Cup™ is due to be held in Brazil in June and July 2014 (the “2014 FIFA World Cup™”).

Fédération Internationale de Football Association (“FIFA”) is the world governing body of association football. FIFA has appointed the Brazilian Football Association, one of its member associations, with the organisation and staging of the 2014 FIFA World Cup™ and for this purpose the Brazilian Football Association has created the Local Organising Committee (“LOC”).

FIFA RIGHTS HOLDERS

FIFA is the owner of all rights in relation to the 2014 FIFA World Cup™, which includes all media, marketing, hospitality, licensing and ticketing rights.

The FIFA World Cup™ is the world’s largest single sporting event 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 2014 FIFA World Cup™-related rights (“Rights Holders”).



FIFA 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 2014 FIFA World Cup™.

FIFA World Cup Sponsors

FIFA World Cup Sponsors are a maximum of 8 companies to which FIFA has granted or will grant the second-most comprehensive package of global advertising, promotional and marketing rights in relation to the 2014 FIFA World Cup™ (and the FIFA Confederations Cup Brazil 2013).

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 2014 FIFA World Cup™ (and the FIFA Confederations Cup Brazil 2013) for the territory of Brazil.





LICENSEES

FIFA Licensees are such entities to which FIFA has granted or will grant the right to use the Official Marks on items of merchandise. If you are interested in becoming a Licensee, please apply via the form on FIFA.com: www.fifa.com/aboutfifa/organisation/marketing/licensing.html.

MEDIA RIGHTS LICENSEES

Media Rights Licensees are such entities to which FIFA has granted or will grant the right to broadcast and/or transmit a feed of any match of the 2014 FIFA World Cup™.

Further details on the FIFA Rights Holders are available on www.FIFA.com.

HOSPITALITY

MATCH Hospitality AG is the company that has been appointed by FIFA as the worldwide exclusive rights holder for the FIFA Hospitality Programme of the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup Brazil™. It is the only company that is allowed to offer exclusive hospitality packages worldwide through its appointed sales agents.

ANNEX 2



FIFA MEDIA INFORMATION USE OF THE OFFICIAL MARKS OF THE 2014 FIFA WORLD CUP BRAZIL™

INTRODUCTION

FIFA welcomes the news media providing editorial coverage of the 2014 FIFA World Cup™ 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 2014 FIFA World Cup™ by the news media.

TERMS OF USE OF THE MARKS

The news media may use the Official Marks in editorial coverage of the 2014 FIFA World Cup™ in compliance with the following principles:

EDITORIAL USE

For the purpose of identifying or illustrating articles about or news coverage of the 2014 FIFA World Cup™. 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 SCHEDULES

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 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 World Cup Sponsor and subject to the specific written permission of FIFA.

GRAPHIC GUIDELINES/ BRAND MANUALS

The Official Marks should be used in compliance with FIFA's graphic guidelines/brand manuals 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 2014 FIFA World Cup™ 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 2014 FIFA World Cup™. 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.