

# EVENT OVERVIEW



**TOURNAMENT  
INFORMATION**

**SPONSORS**

**RIGHTS  
PROTECTION**

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# RIGHTS PROTECTION PROTOCOL



## Rights Protection Program (RPP)

To protect its assets, FIFA has developed a global brand protection program to insure that event marks are being used in the appropriate way.

Main principles include:

- Protecting and enforcing FIFA's commercial & marketing rights
- Ensuring that only FIFA Commercial Affiliates are able to associate themselves with FIFA and FIFA Events
- Monitor and resolve even piracy activities such as intellectual property infringements and ambush marketing

## AB InBev Protection

FIFA guidelines protect Budweiser's (and other local ABI brands') designation as the Official Beer of the 2018 FIFA World Cup™.

No other beer company can associate themselves as an official beer and do not have access to FIFA assets or to any and all promotions/marketing campaigns associated with the FIFA World Cup™.

## Protected Terms

- 2018 FIFA World Cup Russia
- 2018 FIFA World Cup
- FIFA World Cup
- FIFA
- World Cup
- 2018 World Cup
- World Cup 2018
- Russia 2018
- 2018 Russia
- Football World Cup
- Soccer World Cup
- HOST CITY names + 2018 for each of the host cities (e.g. Moscow 2018, etc.)

## Protected FIFA Assets



*Official FIFA World Cup™ Emblem*

2018 FIFA WORLD CUP RUSSIA  
ЧЕЛОВЕКАТЪ НАМА ТЪ ОУТЪНЪ ФИФА 2018 С ПОСЛЕДЪ

*Official Event Designation*



*FIFA World Cup™ Trophy Design*



*Official Event Look*

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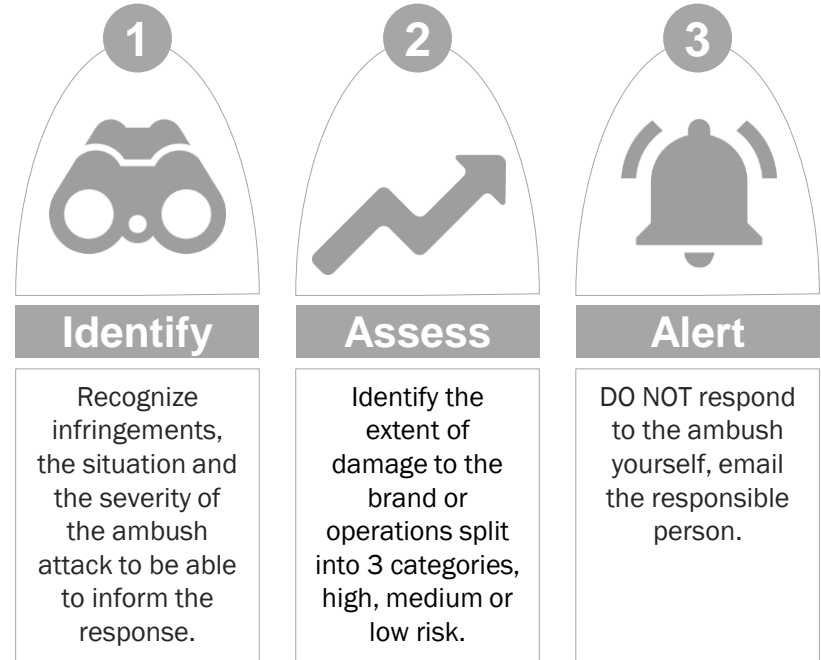
# AMBUSH IDENTIFICATION PROCESS



## Identifying an Infringement

All AB InBev employees and partners will be expected to be vigilant and to report any suspected ambush activity.

Please follow the procedures outlined on the following pages to ensure consistent communication with FIFA and agreed upon action plans.



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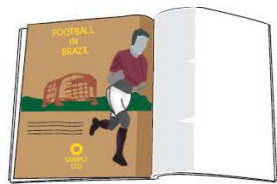
# STEP 1 - IDENTIFY



## Infringement Examples (Generic)

Please see example of what constitutes an infringement and what does not on the following pages. If in doubt about a particular activity please reach out to the GHQ Ambush Marketing Representative (Octagon).

### Advertisement



An advertisement using general football terms/imagery may NOT create an Unauthorized Association.



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

### Promotion



Any type of ticket promotion (including on-line auctions and promotional competitions), unless organized by a FIFA Partner creates an Unauthorized Association

### Informational/ Editorial Use



**Editorial** – Any legitimate editorial, non-commercial use does NOT create an Unauthorized Association



**Infomercial** – 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 Unauthorized Association

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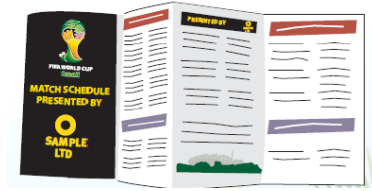
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# STEP 1 - IDENTIFY

## Match Schedule



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



**Commercial use** — The commercial use of the match schedule, specifically for advertising, creates an Unauthorized Association.

## In-store decoration (restaurants, bars, retail outlets)



**General terms** — General football-related or Host Country-related in-store decoration does NOT create an Unauthorized Association.



**Official Marks/ Event titles**  
The use of an Official Mark as part of in-store decoration creates an Unauthorized Association

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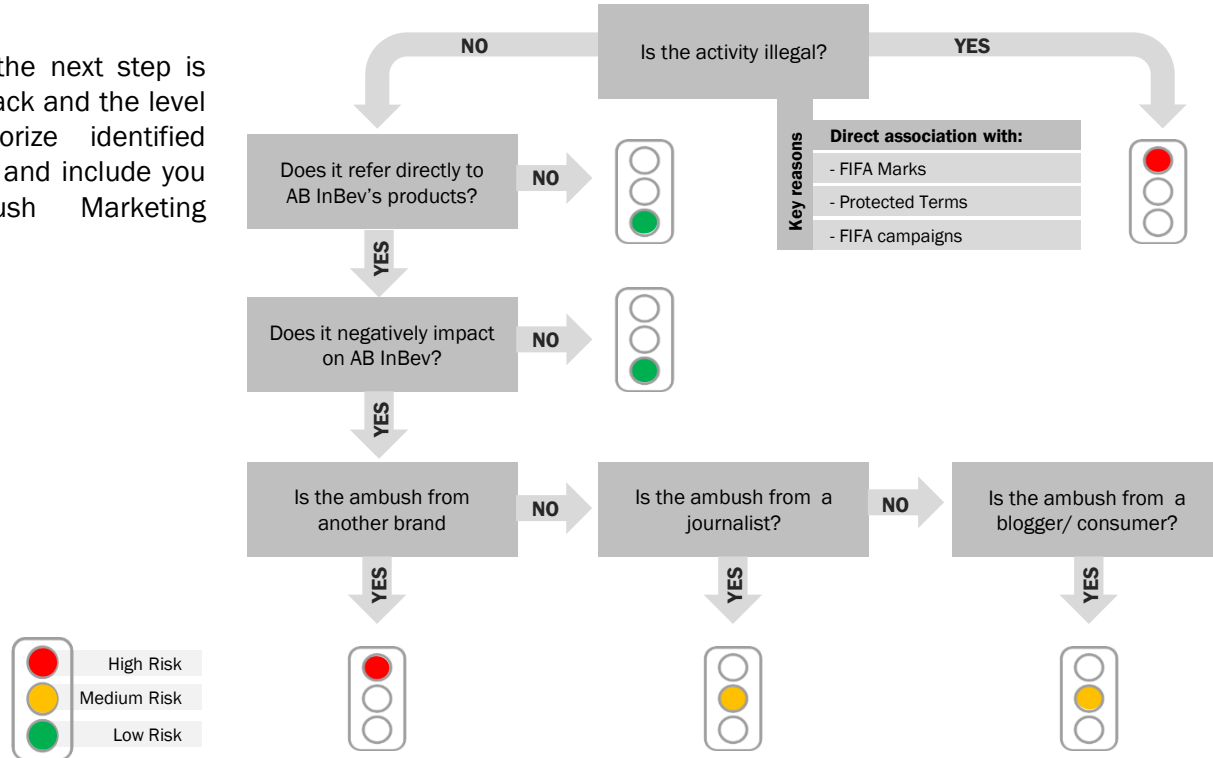
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## STEP 2 - ASSESS

### Identify the level of risk

After having discovered an ambush activity, the next step is about identifying the nature of the ambush attack and the level of risk of the infringement. To categorize identified infringements, please use the guideline below and include your assessment when alerting the Ambush Marketing Representative (see Step 3).



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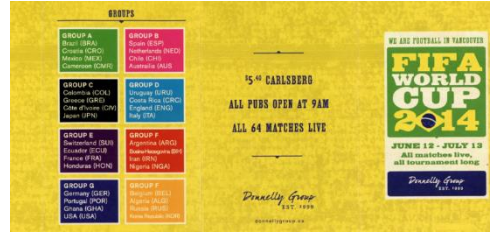
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## STEP 2 - ASSESS

### Infringement Examples (Specific)



The XL Beach Club in Dubai, used the FIFA World Cup™ trophy and FIFA protected word marks (“World Cup”) on their homepage without permission and as such had to be assessed as an infringement with high risk.



With the use of the official event designation, the Donelly Group illegally associated with the FIFA World Cup™ and also promoted Carlsberg beer. Consequently, this infringement had to be evaluated with high risk.



Great Lakes Brewery used the FIFA World Cup™ match schedule for commercial purposes. Great Lakes Brewery competes directly with ABInBev, so this example also constitutes a high risk example as well.

# STEP 3 - ALERT



## Reporting Process

To ensure that all ABI assets are being protected, it is our responsibility as an organization to report any property infringements caused by our competitors or other parties. For reporting purposes, please work with the designated GHQ Ambush Marketing Representative (Octagon). Octagon will submit all reports to FIFA who handle any and all attempts of ambush marketing on Commercial Affiliates as part of their Rights Protection Program (RPP). They also take the lead in ensuring that the program is no longer able to associate themselves with FIFA and FIFA Events.

### Ambush Marketing Representatives:

Global:

Lindsay Salt

[Lindsay.Salt@Octagon.com](mailto:Lindsay.Salt@Octagon.com)

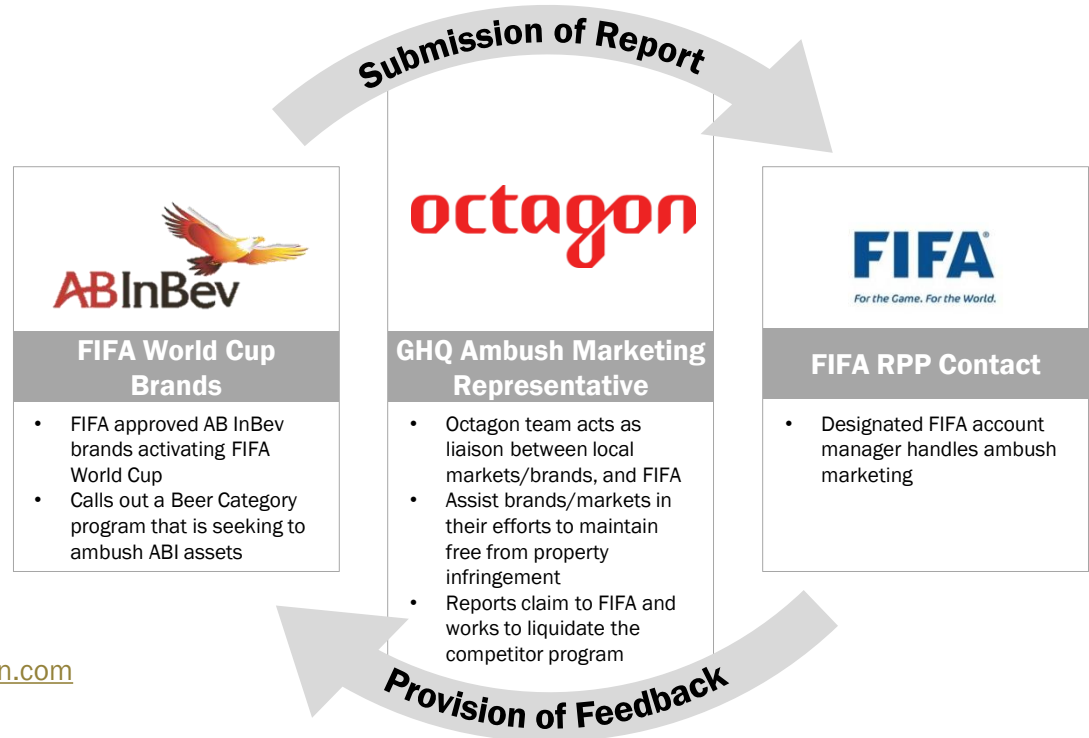
+1.980.200.6105

Local:

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# STEP 3 - ALERT



## Reporting an Infringement

When an ambush activity occurs, it is imperative that all details are accurate before reporting a claim to FIFA. Please submit your report to the GHQ Ambush Marketing Representative highlighting the risk level of the incident. For any activity deemed illegal FIFA has a designed a “Brand Protection Infringement Notification Mail” that streamlines the flow of information in an organized manner (example right).

This email form needs to be completed for illegal ambush activities and sent to the Ambush Marketing Representative with any available creative and other supporting material which provides details on the infringement.

FIFA BRAND PROTECTION INFRINGEMENT NOTIFICATION - Nachricht (HTML) (Schreibgeschützt)

Von: ☐ Brand Protection (FIFA) Gesendet: Ohne

Betreff: FIFA BRAND PROTECTION INFRINGEMENT NOTIFICATION

**EMAIL INFRINGEMENT NOTIFICATION FORM:**  
(Please return to [brandprotection@fifa.org](mailto:brandprotection@fifa.org))

1. Contact information of reporting person  
**Please provide your contact information including your Company affiliation, e.g. your email signature**
2. Brief description of Infringing Activity
3. Identity of the Infringer (including contact information, if available)
4. Location of the Infringing Activity (Country, City, exact address)
5. Date of detection of the infringing activity

Klicken Sie auf ein Foto, um Aktualisierungen sozialer Netzwerke sowie E-Mail-Nachrichten von dieser Person anzuzeigen.

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