

EVENT OVERVIEW

**TOURNAMENT
INFORMATION**

SPONSORS

**RIGHTS
PROTECTION**

COMMUNICATION

RUSSIA INFO

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

Wanda Protection

FIFA guidelines protect Wanda's designation as the Official FIFA sponsor product category.

These terms make Wanda the Official Partner of Luxury Properties:

- Real estate development
- Shopping malls
- Luxury boats
- Hotels
- Film Studios

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
ЧЕЛОВЕЧЕСТВО ВМЕСТЕ. ИТО ОФИЦИАЛЬНЫЙ ФИФА 2018 В РОССИИ

Official Event Designation



FIFA World Cup™ Trophy Design



Official Event Look

AMBUSH IDENTIFICATION PROCESS

Identifying an Infringement

All Wanda 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.



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

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 (malls, retail outlets)



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

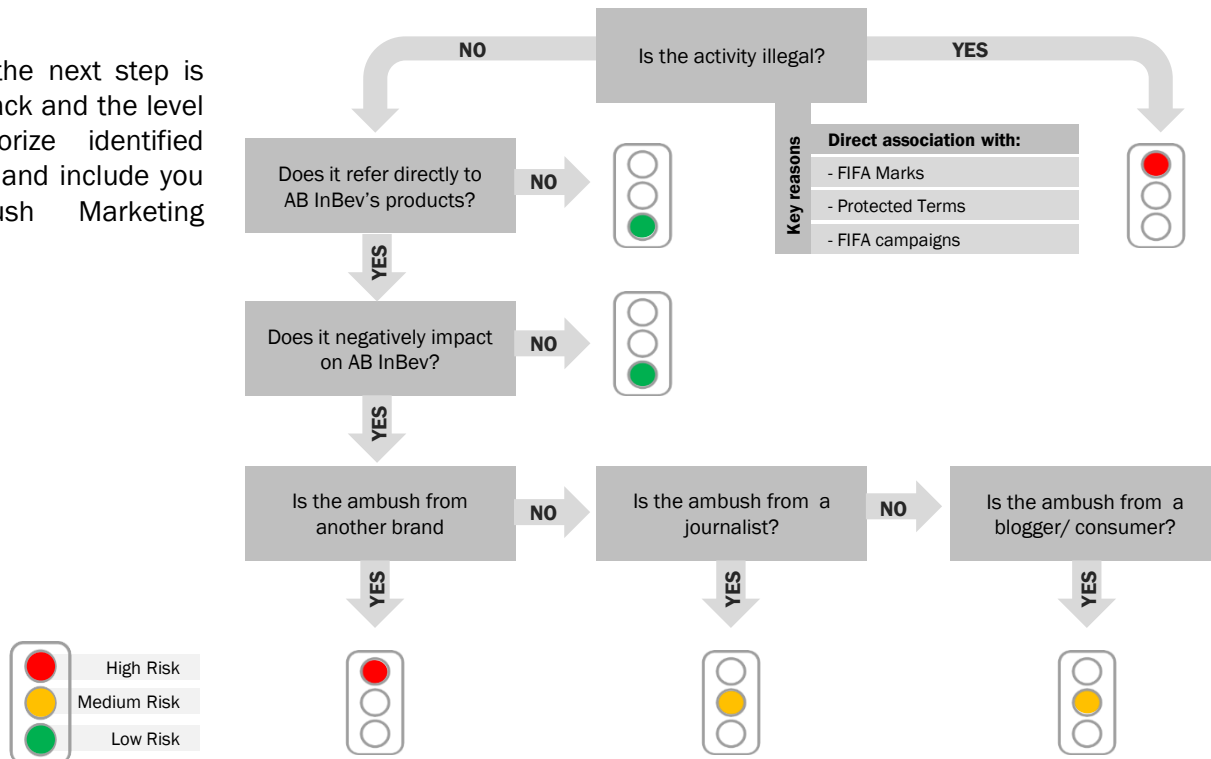


Official Marks/ Event titles
The use of an Official Mark as part of in-store decoration creates an Unauthorized Association

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).

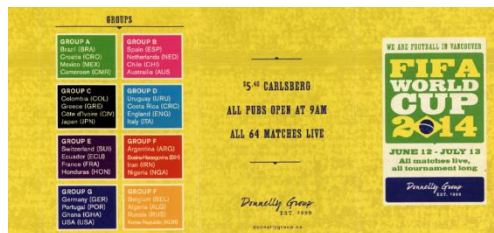


STEP 2 - ASSESS

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 AB InBev, so this example also constitutes a high risk example as well.

STEP 3 - ALERT

Reporting Process

To ensure that all Wanda 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

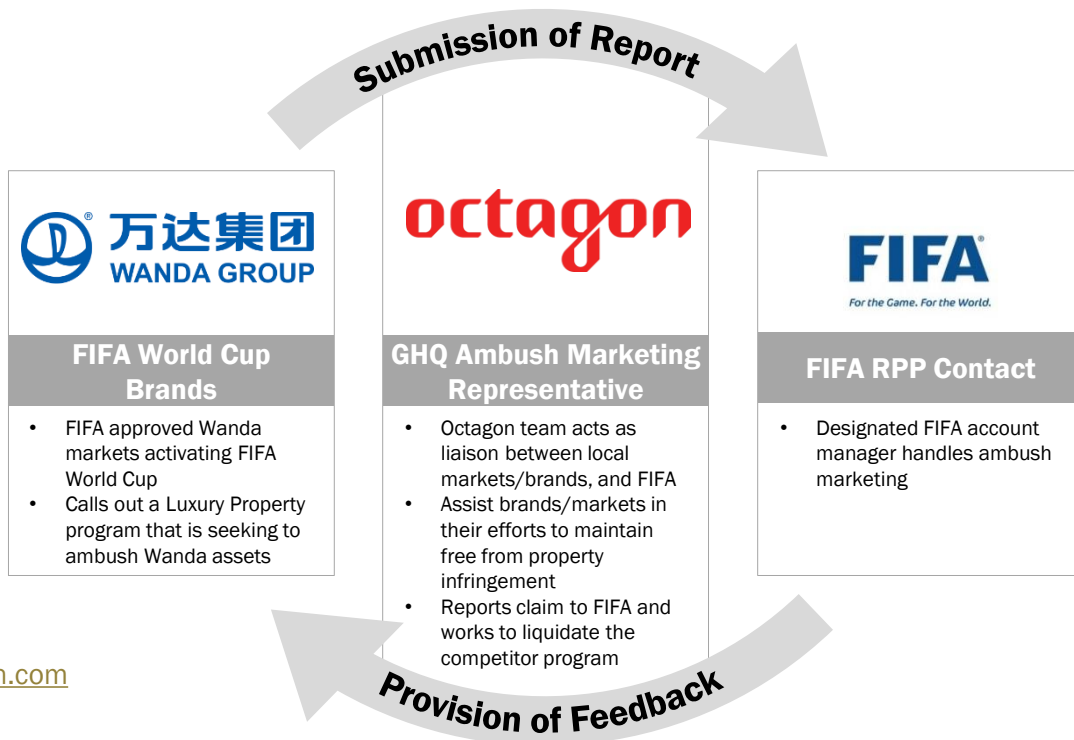
+1.980.200.6105

Local:

Dennis Trautwein

Dennis.Trautwein@Octagon.com

+49.211.38546026



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.

The screenshot shows an email client window titled "FIFA BRAND PROTECTION INFRINGEMENT NOTIFICATION - Nachricht (HTML) (Schreibgeschützt)". The email is from "Brand Protection (FIFA)" to "An: Brand Protection (FIFA)". The subject is "FIFA BRAND PROTECTION INFRINGEMENT NOTIFICATION".

EMAIL INFRINGEMENT NOTIFICATION FORM:
(Please return to 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

At the bottom, there is a note: "Klicken Sie auf ein Foto, um Aktualisierungen sozialer Netzwerke sowie E-Mail-Nachrichten von dieser Person anzuzeigen." followed by a placeholder for a photo.