

# | Rights Protection | Program



#### **Program Overview**



#### **Sponsor Protection**

- Global platform designed by FIFA to insure that their tournament marks are being used in the correct way
- Protect the assets of commercial affiliates
- Monitor and resolve 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 2014 FIFA World Cup™

No other beer company can associate themselves as an official beer and do not have access to FIFA assets

- FIFA Official Event Designation
- Official FIFA World Cup<sup>™</sup> trophy images/designs
- Official Event Emblem
- Official Event Look
- Any and all promotions/marketing campaigns associated with the FIFA World Cup™



# **FIFA Rights Protection Program**



#### **How It Works**

FIFA is alerted that tournament marks are being used incorrectly in two ways:

In house regulations that monitor different sponsorship activations

Commercial Affiliates reporting to FIFA the improper use in their own markets

FIFA will then take appropriate legal actions to make sure that the infringement is handled



## Reporting an Infringement

Leaend

**ABI Brands** 

**Submission** 



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. For reporting purposes, please work with the designated GHQ Ambush Marketing Representative (Octagon).



**GHQ Approvals** 

**Feedback** 

**FIFA** 



### **Brand Protection Infringement**



When an ambush marketing campaign occurs, it is imperative that all details are accurate before reporting a claim to FIFA.

FIFA has a designed a "Brand Protection Infringement Notification Form" that streamlines the flow of information in an organized manor. (example below)

Once this form is completed, please send to the GHQ Ambush Marketing Representative (Octagon) with any campaign creative that is available.

			C) INFRINGEMENT DE	ESCRIPTION (C
FIFA.	BRAND PROTECTION		A MEDIUM / ACTIVITY (T	lok as many boxes as :
For the Came, For the World.	INFRINGEMENT NOTIFICATION FORM	2011 - 2014	□ Internet	
		V8	■ tv I	II Rado
A) REPORT DE	TAIL 8 (Rease provide as some information regarding your company and your	100	Print Media	other Print Material
1. REPORTING COMP	MANY / REPSON	D Siboards	Outdoor signage	
Company:		Date of Report:	☐ In-store signage	PCS material
Name: Title:		_	☐ Outdoor gromotional acti	vity
E-mail:			Products:	
Tel No.:			7. NFRINGED MARKS	
B) INFRINGER	DETAIL 8 (Please provide us with as much information as possible about the little	ging anth)	☐ FIFA Lago	FIFA World Co
2. MERNOER MEOR	MATION		FIFA°	Tragny
Company Name:			for the Come. For the World.	OV.
Full Address:				I
Contact person:	Tie			_
Tel No.:	Fax No.:		FIFA Confederations Cup Brazil 2013	Official Mascol
E-mat:			Emblem	~
Other relevant info about the infringer:				
2. CORRESPONDENC	E / CONTACT	2013	- A	
Has anyone exchan	ged any correspondence or established any contact with the infringer?	FIFA		
□ No	Yes: If so, glesse provide details and attach copies of correspondence:		a TICKETS	
			Are match tickets to any FIF	
C) INFRINGEME	ENT DE SCRIPTION (Pages describe the Infingement and explain how you became	aware of th	DNo Dives	A lournament involved
4. LOCATION			If yea: - which tournament(), - end what type?:	
Country of Infringen	nent:   Cher country (please apecify):		s. EMBENCE	
Location/address of infringement (street name, city etc):			Attach a photograph, copy or sample of the infri In the case of inexpensive groducts, please purchas	
S. DATES			photograph of the sample (a	
- date when you firs	t learned of infringement:		10. FURTHER RELEVANT INFO	/ DETAILED DESCRIPT
	ment began (f known):		_	
			NB: It may not be possible	a to action this more

	SCRIPTION (Comply)			
6. MEDIUM / ACTIVITY (T)	ok as many boxes as applica	die and provide complete de	(elt)	
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□ TV □ Radio		National / Channel:		
☐ Print Media ☐ other Print Material		Publication / Type:		
□ Cilboards □ Cuidoor signage		Location		
☐ In-store signage ☐ POS material		Location		
Outdoor gromotional activ	ty	Type and Location:		
D Products:		Description		
7. NFRINGED MARKS				
FIFA Logo	FIFA World Cup Traphy	2014 FIFA World Emblem	Cup 2014 FIFA World Cu Bid Logo	
FIFA° Are the Canal. Are the World.	7	FIRM WORLD CUP	Brasil	
FIFA Confederations Cup Brass 2013 Emblam 2013	2014 FIFA World Co	Other FIFA Project FIFA Event or Ex- FIFA Event or Ex- Trophy Image (pies describe):      Any other mark (pieserrbe):	ent    'FIFA'   'FIFA'   'FIFA World Cup'   'FIFA'   'FIFA World Cup'	
a. TICKETS				
Are match tickets to any FIFA tournament involved?  Divis  If year: - which fournament(), - end, what it year?		☐ Ticket ressle / suction ☐ Ticket ⊥ four package ☐ Ticket grandlin / ☐ Ticket ⊥ hospitality packag competition ☐ Other (please explain):		
In the case of inexpensive on photograph of the sample (as	oducia, piesse purchase a s appropriate).	sample and attach the receipt/	istions in English (where applicable invoice together with the sample o	
10. FURTHER RELEMENT INFO	DETAILED DESCRIPTION O	OF INFRINGEMENT		

