



Brand Protection Guidelines

Advertising Market
and Advertisers

VERSION 2





Brand Protection Guidelines

Advertising Market
and Advertisers



Rio 2016 Brand Protection Guidelines for the Advertising Market and Advertisers

This publication is a living document intended to provide advertisers of products and services, advertising and publicity agencies, as well as marketing professionals in general with information relating to the protection of the Olympic and Paralympic brands.

Please note that the content of this document is updated at regular intervals. Users should ensure that they have the most recent version at hand for consultation purposes at www.rio2016.com/en/copyright.

1	Introduction.....	6
2	Rio 2016 Games funding sources	7
3	Why we must protect Rio 2016 official brands.....	8
4	The Brand Protection area.....	9
5	Rio 2016 Games official partners	10
	5.1 Commercial	10
	5.2 Non-commercial	11
6	Official brands	12
	6.1 The Olympic and Paralympic symbols.....	13
	6.2 Official Rio 2016 Olympic and Paralympic Games brands	18
	6.3 Other graphic elements.....	19
	6.4 Official products.....	21
	6.5 Publications and audio-visual products	22
	6.6 Official designations and expressions	23
	6.7 Brazilian Olympic Committee (COB) and Brazilian Paralympic Committee (CPB) brands....	24
	6.8 Olympiad v Olympic Games	25
	6.9 Paralympic terms	25
7	Use of Rio 2016 brands	27
	7.1 Editorial use	27
	7.2 Statement of facts	28
	7.3 Popular and cultural expressions	29
	7.4 Advertising and propaganda.....	30
	7.5 Promotion	31
	7.6 Use of athletes' images	33
	7.7 Merchandising and promotional products	33
	7.8 Trade names	34

7	7.9 Websites and domain names.....	34
	7.10 Blogs and social networks	35
	7.11 Events.....	37
	7.12 Programmes and projects	41
8	Ambush marketing.....	42
9	Laws protecting the Rio 2016 brands	44
10	How to properly engage with the Rio 2016 Games	46
11	Conclusion	48

1 | Introduction

The city of Rio de Janeiro, Brazil, and South America will have the honour of hosting the greatest sporting event on the planet in 2016: the Olympic and Paralympic Games. Ever since the confirmation of Rio's bid victory, on 2 October 2009, the mega-event has been ever-present in the lives of all Brazilians. The announcement by Jacques Rogge, the then International Olympic Committee (IOC) President, represented the first step on a journey of great opportunities and challenges.

Rio's successful candidacy for the Games was largely attributable to the transformative nature of the bid submitted by the city, the possibility of taking the Olympic and Paralympic Movements to new territory, the opportunity to inspire 180 million young people throughout South America and the promise of delivering an outstanding event for Brazil and the rest of the world.

One of the determining factors that helped seal the historic victory was the united front presented by the three levels of government: municipal, state and federal. Consequently, Rio de Janeiro is now working towards delivering an unforgettable experience that will combine passion with technical excellence.

The Rio 2016 Organising Committee for the Olympic and Paralympic Games (Rio 2016) is responsible for planning, promoting and staging the Games. It undertakes these tasks with the support of its commercial and non-commercial partners. Amongst its missions, the organising committee is tasked with protecting the proprietary brands of the International Olympic Committee (IOC), International Paralympic Committee (IPC) and the Rio 2016 Olympic and Paralympic Games.

2

Rio 2016 Games funding sources

The budget for the organisation of the Rio 2016 Games is of R\$7 billion. This funding will be drawn from private sources, in the form of sponsorship, ticket sales, licensing and the International Olympic Committee (IOC) contribution.

More details can be found here: rio2016.com/en/news/news/rio-2016-committee-announces-r7bn-budget-for-organising-the-olympic-and-paralympic-games

3

Why we must protect Rio 2016 official brands

The Olympic and Paralympic brands express the vision and values of the Rio 2016 Games. They are the visual representations of the ideals of the Olympic and Paralympic Movements, in addition to being a valuable marketing property.

To preserve the official brands, guaranteeing their integrity and emotional value is essential for the maintenance and continuity of the Olympic and Paralympic Movements.

The official partners that associate themselves with the Games, mainly due to their belief in the philosophy contained in the Olympic and Paralympic ideals, will add great value to the construction and strengthening of the brands, products and services.

Accordingly, it is extremely important to ensure the partners the right to associate themselves with the Games and preserve the emotional and commercial value of the brands.

4

The Brand Protection area

The Brand Protection area is responsible for guaranteeing the integrity of the official brands and for protecting the exclusive rights of association of the official partners.

Through educational actions, the aim is to inform all audiences about the importance of protecting the official brands, to promote understanding and engagement for this purpose.

On an ongoing basis, the area promotes the use of the official brands among the public, clarifying doubts and analysing requests for their use.

Additionally, the Brand Protection area has a broad monitoring and prevention programme against ambush marketing and the sale of non-official products and tickets.

5

Rio 2016 Games official partners

Below are the current official partners of the Rio 2016 Games:

5.1 COMMERCIAL

The current commercial partners of the Rio 2016 Games are:



WORLDWIDE OLYMPIC PARTNERS



OFFICIAL SPONSORS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIER

Nike



OFFICIAL SPONSORS



OFFICIAL SUPPORTERS



Only the commercial partners may use the Rio 2016 brands for commercial purposes. Nevertheless, the use must always comply with prior and specific authorisations.

5.2 NON-COMMERCIAL

This group of partners currently includes the three levels of government: municipal, state and federal.

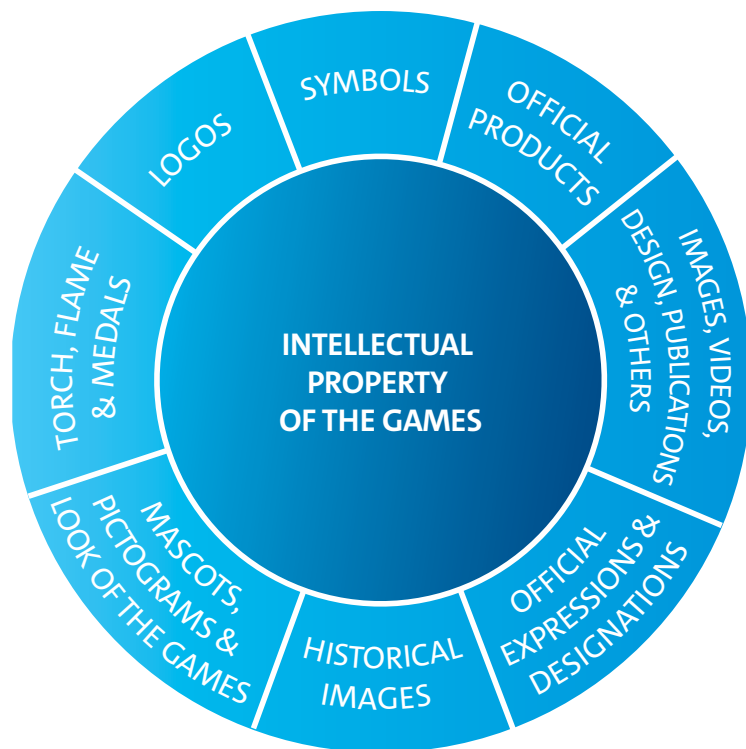
GOVERNMENTAL PARTNERS



6

Official brands

The intellectual property of the Games comprises logos, symbols, images, videos, official expressions, anthems and songs, amongst others. All these elements represent the identity of the Games and transmit the Olympic and Paralympic values.

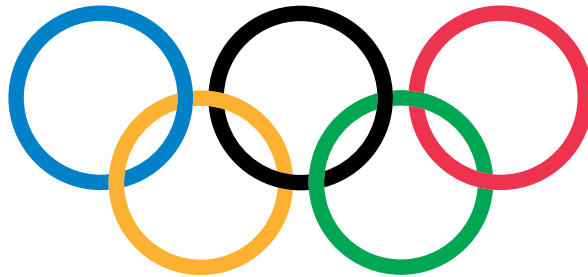


The following is a list of the Games' principal protected intellectual property.

6.1 THE OLYMPIC AND PARALYMPIC SYMBOLS

There are a series of immediately recognisable symbols that create the identity of the Games. These symbols transmit the Olympic and Paralympic values.

Olympic rings

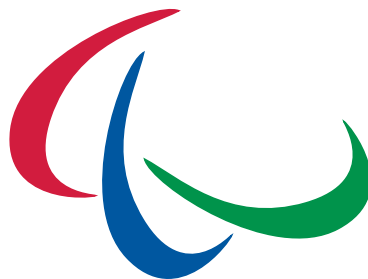


These form the principal symbol of the Olympic Games and the official logo of the IOC.

The Olympic rings were conceived in 1913 by Baron Pierre de Coubertin, who was responsible for the rebirth of the Olympic Games in the modern era. The five interlinked rings represent the union of the five main continents. They are coloured blue, yellow, black, green and red.

Further details on: www.olympic.org/Documents/Reports/EN/en_report_1303.pdf

Paralympic agitos



The symbol of the Paralympic Games consists of three agitos – a Latin expression that means 'I move'.

The Paralympic symbol represents passion, inspiration and enthusiasm for the practice of adapted sports.

This is also the official symbol of the International Paralympic Committee (IPC).

The Olympic motto

‘Altius, Citius, Fortius’ – Latin for ‘Higher, faster, stronger’.

Olympic creed

“The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle.”

Together, the motto and the creed represent the Olympic ideal that Baron Pierre de Coubertin promoted and which he believed provided an important lesson in life through sport.

The Paralympic motto

‘Spirit in motion.’

The Paralympic creed

“To enable Paralympic athletes to achieve sporting excellence and to inspire and excite the world.”

The Olympic flame

The tradition of the Olympic flame began in Ancient Greece, when the Greeks lit it from the sun’s rays in Olympia, the cradle of the first Olympic Games. Nowadays, the flame is present at each edition of the Games. The flame is carried in the Olympic torch from Athens to the Olympic Stadium, where it burns in a cauldron until the conclusion of the Games.

The Paralympic flame

At each edition of the Games, the host city can choose where the Paralympic flame will burn. At the Beijing 2008 Paralympic Games, for example, the flame was lit in the Temple of Heaven, where the ancient Chinese made offerings to their gods. Like its Olympic counterpart, the Paralympic flame is carried in the Paralympic torch.



Olympic flame and torch London 2012

Historical images

It should be emphasised that the logos of previous editions of the Games, along with their respective mascots, pictograms, posters, medals, coins, videos, photographs, etc, are also the property of the IOC and IPC. All the content in these collections is protected, as is association with any of the elements therein.

Look of the Games



Beijing 2008



London 2012

Mascots



Beijing 2008



Moscow 1980



London 2012



London 2012

Pictograms

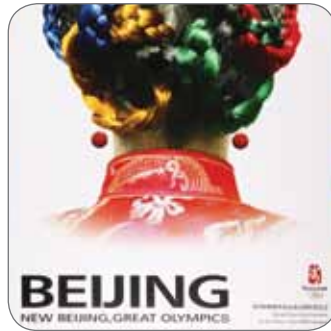


Beijing 2008



Athens 2004

Posters



Beijing 2008



London 2012

Medals



Beijing 2008



London 2012

Torches



Beijing 2008



London 2012

Further details on the official symbols and brands can be obtained on the following sites:

www.olympic.org/Documents/Reports/EN/en_report_1303.pdf

www.paralympic.org/the-ipc-brand

www.cpb.org.br

www.cob.org.br

6.2. OFFICIAL RIO 2016 OLYMPIC AND PARALYMPIC GAMES BRANDS

Passion and transformation are ever-present in the essence of the official brands of the Rio 2016 Olympic and Paralympic Games. Passion that unites all Brazilians in organising the Games. Transformation in the creation of a new reality for progress.

In addition to the existing Rio 2016 brands, a series of sub-brands will be created prior to 2016 for the purpose of identifying items such as programmes directly related to the Games and implemented by Rio 2016. Other graphic elements will also be introduced, such as mascots, pictograms (representing each sport) and graphic art, for use by Rio 2016.

All these elements will be registered with the National Institute for Industrial Property (INPI) and integrated with existing protected Olympic intellectual property.

Films, presentations, images, music, artwork and visual elements created by Rio 2016 or other official Olympic and Paralympic authorities that relate to the Games will also be protected by copyright.



6.3 OTHER GRAPHIC ELEMENTS

At each edition of the Olympic and Paralympic Games, elements of graphic communication and identification with the event are developed. The same will happen with the Rio 2016 Games, for which a number of identifiers will be created, such as:

Look of the Games

This consists of elements that form part of the settings of both the Rio 2016 venues and the wider city, which refer directly to the Games and help establish the spirit of the event.



Look of the Games – Beijing 2008 and London 2012

Pictograms

The pictograms are icons that represent the sports and disciplines included in the Olympic and Paralympic Games programme. Their designs comprise universally recognised elements, while expressing the culture of the host city at the same time. Each edition of the Games brings a unique style to the pictograms tradition, adding to the Games brands.



Pictograms – Rio 2016

6.4 OFFICIAL PRODUCTS

The first products in the official licensing programme of the Rio 2016 Games were put on sale during the London 2012 Olympic Games.

In addition to being an important revenue source for Rio 2016, the official Games products aim to take the Rio 2016 brands to all Brazilians. The licenced products should promote the Olympic and Paralympic Games brands throughout the country, making the experience of the planet's greatest sporting event tangible not only for cariocas (Rio residents), but for all Brazilians.



6.5. PUBLICATIONS AND AUDIO-VISUAL PRODUCTS

Films, publications, presentations, images, music, artwork and visual elements created by Rio 2016 or other official Olympic and Paralympic authorities that relate to the Games will also be protected by copyright.

Passion
& Transformation
Energy Rio2016™
Excellence
Respect



Example: Rio 2016 official font and official video 'A City Leaps Forward'



6.6 OFFICIAL DESIGNATIONS AND EXPRESSIONS

In addition to the protected logos and symbols, there are a number of expressions and designations registered in the name of the IOC, IPC and Rio 2016, such as: 'Olympic Games', 'Paralympic Games', 'Rio 2016 Olympic and Paralympic Games', 'Rio 2016 Games', 'Rio 2016', 'Rio Olympiad', 'Rio 2016 Olympiad', 'XXXI Olympic Games', among others, as well as their variations and translations.

It is important to emphasise that the protected expressions and designations – as well as their abbreviations, translations and variations – are not restricted to the expressions listed above.

Further details can be found via the following links:

www.olympic.org/Documents/Reports/EN/en_report_1303.pdf

www.paralympic.org/the-ipc-brand

www.cpb.org.br

www.cob.org.br

www.rio2016.com/en/copyright

6.7 BRAZILIAN OLYMPIC COMMITTEE (COB) AND BRAZILIAN PARALYMPIC COMMITTEE (CPB) BRANDS

The symbol of the Brazilian Olympic Committee combines the Olympic rings with the Brazilian flag.



The **Brazilian Olympic Committee** is one of the oldest National Olympic Committees in South America. The entity represents Brazil in all its dealings with the IOC and is responsible for the organisation and dispatch of Brazilian delegations to the South American, Pan American and Olympic Games, in addition to the propagation of the Olympic ideals in Brazil.



During the Olympic, Youth, Pan American, South American and Lusophony Games, whose delegations are organised by the Brazilian Olympic Committee, no single sport is afforded priority. They all unite to form part of the same team known as *Time Brasil* (Team Brazil).

Created in 2008, the **Time Brasil** brand alludes to an athlete or spectator wearing the green and yellow flag. The star represents the lustre, strength and determination of Brazilian athletes and spectators alike.



The symbol of the **Brazilian Paralympic Committee** combines the agitos with the national flag.

The Brazilian Paralympic Committee is the entity responsible for leading and representing the Brazilian Paralympic Movement. It is tasked with the promotion and development of elite sport for people with a disability in Brazil and with organising the country's participation in continental and world championships and the Paralympic Games.

6.8 OLYMPIAD V OLYMPIC GAMES

There is a difference in meaning between the following terms: 'Olympiad' and 'Olympic Games'. Olympiad refers to the four-year period between each edition of the Games, the sporting event to which the latter term relates.

As such, there will be one Olympiad between the London 2012 Games and the Rio 2016 Games.

The Rio de Janeiro Olympiad, whose Games will be staged in 2016, began on 12 August 2012, during the closing ceremony of the London Games. The Rio Olympiad is the XXXI of the modern era.

It is therefore correct to say:

- The Games of the XXXI Olympiad will take place in 2016
- Rio de Janeiro Olympiad
- Rio 2016 Olympic Games
- Olympic Games of the XXXI Olympiad
- Rio 2016 Olympic and Paralympic Games

Learn more by accessing: www.olympic.org, www.rio2016.com; www.cob.org.br or contacting: protecaosmarcas@rio2016.com

6.9 PARALYMPIC TERMS

The first recorded sport competition for people with a disability was staged by the physician Ludwig Guttmann in 1948 in Stoke Mandeville, England, as part of his work to rehabilitate wounded servicemen from the Second World War.

The movement evolved and 1960 saw the staging of what were considered to be the first official Paralympic Games. These took place simultaneously with the XVII Rome Games.

However, the regular staging of the two Games side by side was only established in 1988, with the Seoul Games in South Korea, when the IOC and IPC signed a cooperation agreement.

The term 'Paralympic' is derived from the combination of the Greek preposition 'para' (alongside) and the word 'Olympic'. It signifies that the Paralympic Games are held in parallel with the Olympic Games and illustrates the manner in which the two movements co-exist, side by side.

For many years, the use of the term 'Paraolympic' was common in Brazil. However, since November 2011, at the request of the IPC, this term has been dropped. Brazil was the only Portuguese-speaking country to use this spelling. After the adjustment, the correct spelling was established as 'Paralympic', without the letter 'o':

- The XV Paralympic Summer Games will take place in 2016
- Rio 2016 Paralympic Games
- Rio 2016 Olympic and Paralympic Games

Learn more by accessing: www.paralympic.org, www.rio2016.com; www.cpb.org.br, or contacting: protecaoasmarcas@rio2016.com

7

Use of Rio 2016 brands

Only organisers and partners can use the official Rio 2016 brands for commercial purposes, provided that they always have prior and specific written approval.

We have compiled below some guidance on the use of Rio 2016 brands in different contexts.

7.1 EDITORIAL USE

The use of the Rio 2016 brands for editorial and journalistic purposes is permitted if there is no commercial association between the published content and the Games. Nevertheless, it is only possible to apply the brands to articles and/or materials whose subject matter relates to the Rio 2016 Games and only to contextualise the subject.



Special sections with editorial content about the Games

If there are special sections about the Rio 2016 Games, in which there is room for advertisers who are not Rio 2016 Games official sponsors, it is recommended that the utmost care is taken to avoid implying undue association of the non-official brands with the Games.

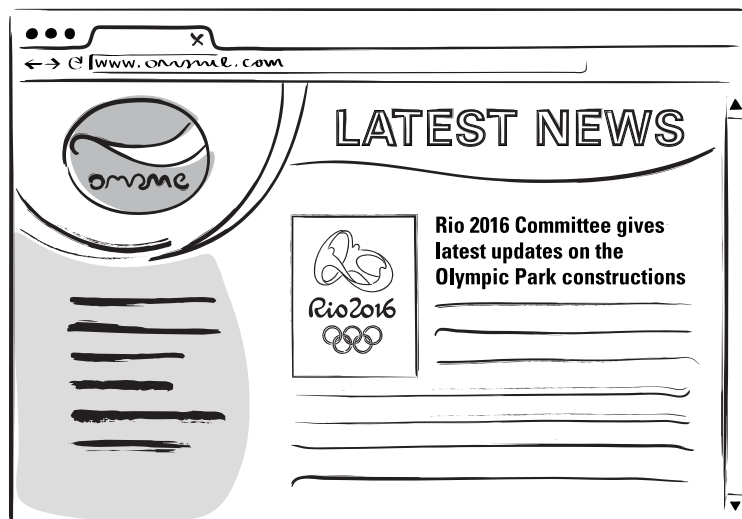
In order to avoid mismatches, such spaces should be offered only to Rio 2016 Games official sponsors.

If advertisers are third parties with no official association with the Rio 2016 Games, certain precautions are recommended. For example, the appropriate positioning of the advertisers' content, away from Rio 2016 brands, and the insertion of a note worded as follows:

The advertisers gathered here have no relation to the Rio 2016 Games and only sponsor this special section.

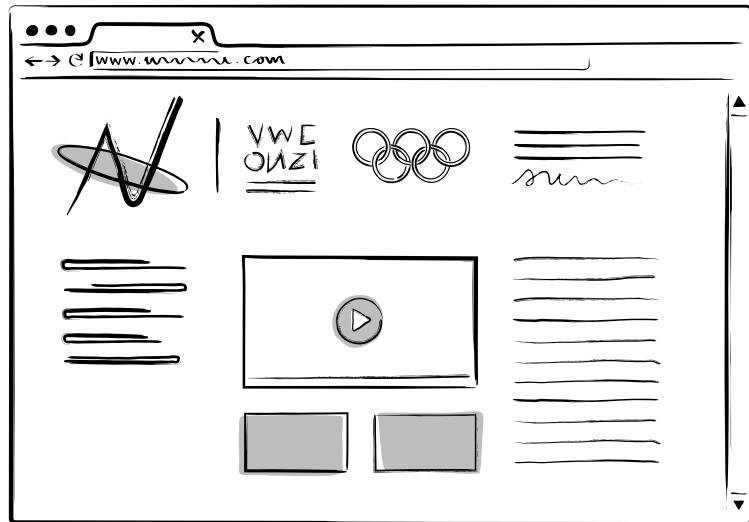
7.2 STATEMENT OF FACTS

Rio 2016 brands may be used as an illustration, to indicate a 'statement of facts'. For example, on a website where there is a section of news and updates, but without any commercial purpose or association with the Games.



Application of the Rio 2016 logo within a news section in the context of a statement of facts

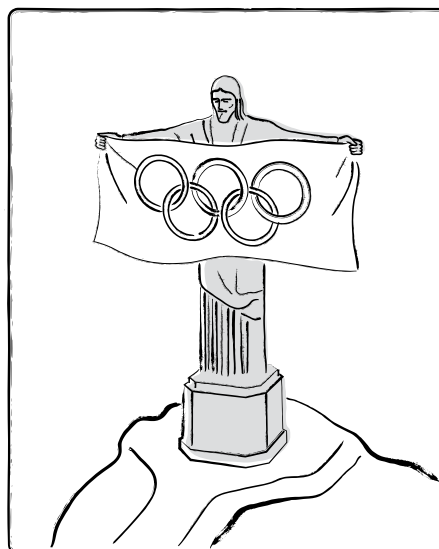
The protected brands **must not be used** outside the statement of facts section, without prior authorisation from Rio 2016.



The improper use of the Olympic rings, on the main page of a website, in a context not related to the Rio 2016 Games

7.3 POPULAR AND CULTURAL EXPRESSIONS

The protected brands may be used to communicate opinions and illustrate popular or cultural expressions, provided there is no commercial purpose or association with the Games.



Cartoon illustrating the victory of Rio to host the Olympic Games



Popular and cultural expression related to the Games

7.4 ADVERTISING AND PROPAGANDA

It is **not allowed** to use the Rio 2016 brands in association with any kind of propaganda, whether partisan, religious, political and, especially, advertising with the purpose of promoting the sale of products and services.



Use of brands with a commercial purpose



Use of brands within a political environment

7.5 PROMOTION

It is **forbidden** to use the Rio 2016 brands as a theme or focus for any kind of promotion, competition and/or lottery draw, in a manner that might create a direct association with the Games.



Promotional campaign that refers to the Paralympic torch during the Games

Likewise, it is **not allowed** to undertake any promotion related to tickets (including electronic promotions) for any edition (winter or summer) or session of the Olympic or Paralympic Games.



Promotional campaign to win tickets to the Games

It is **not allowed** to create countdown clocks, or other devices/ applications that perform the same function, because the exclusive rights to such are held by Omega, the Game's international sponsor.



Inappropriate creation of application to promote web page

7.6 USE OF ATHLETES' IMAGES

Rule 40 of the Olympic Charter restricts the participation of athletes who are competing in the Games in advertising campaigns, during the competition period, as well as 15 days before and after competition. This resolution helps to prevent ambush marketing campaigns by companies that do not have official rights.

Rule 40 of the Olympic Charter states:

“Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games.”

(Source: www.olympic.org/Documents/olympic_charter_en.pdf)

7.7 MERCHANDISING AND PROMOTIONAL PRODUCTS

It is **forbidden** to use the Rio 2016 brands in the production of any type of product or material (t-shirts, mugs, pins, etc.) for promotional, institutional and, above all, commercial purposes.



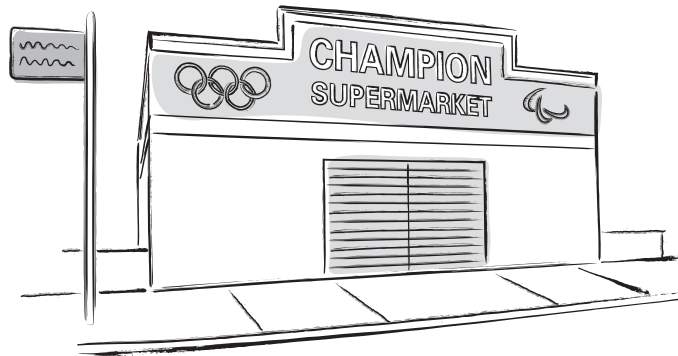
Promotional shirt improperly using the Rio 2016 logo



Coffee mug with the Rio 2016 Paralympics Games logo

7.8 TRADE NAMES

It is **forbidden** to use the Rio 2016 and Olympic/Paralympic brands to name a commercial or a business establishment.



Business establishment name alluding to the Games and using the Olympic and Paralympic symbols

7.9 WEBSITES AND DOMAIN NAMES

It is **not allowed** to create domain names using the Rio 2016 brands, especially for commercial purposes.

Examples:

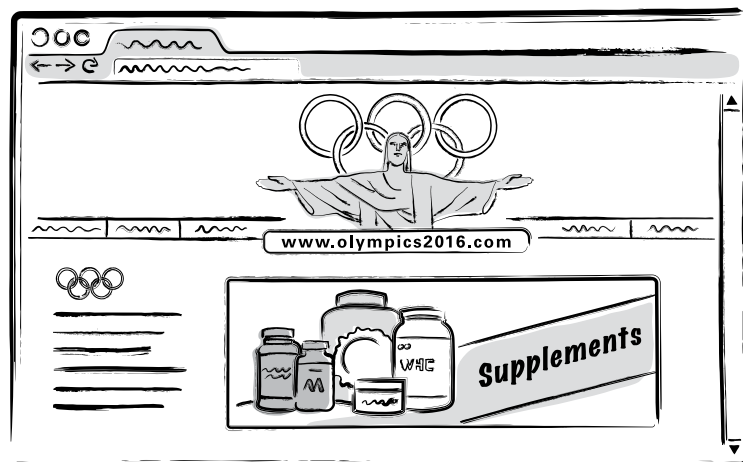
www.lojaolimpica.com.br

www.ingressosolimpicos.com.br

www.olimpiadario2016.com.br

www.olympicstore.com.br

It is **forbidden** to use the protected brands to create websites with a commercial purpose or that establish a direct association with the Rio 2016 Games.



Domain name of commercial website referring to the Games

7.10 BLOGS AND SOCIAL NETWORKS

The Rio 2016 Games already have official profiles on the main social networks, for example:

www.facebook.com/rio2016

twitter.com/Rio2016



In the case of blogs and pages on social networks created with an editorial/journalistic or cultural/popular purpose, **it is possible** to use the Rio 2016 brands for illustration in the correct context, if such pages have no commercial purpose.

If the website has space for advertisers who are not official sponsors, this may suggest that these companies have an official connection with the Rio 2016 Games. The best way to avoid undue association is to offer spaces only to official Rio 2016 sponsors. If the advertisers are third parties, it must be made clear that these companies have no relation with the Rio 2016 Games or the Olympic and Paralympic Movements.

In order to stress the lack of association it is recommended to position the advert away from the Rio 2016 brands. The best alternative is to insert a note of warning, as in the example below:

Note: These advertisers are not related to the Rio 2016 Games and are the exclusive sponsors of this blog/website.



An example of a blog/website about the London 2012 Games with space for an advertiser who was not an official sponsor



Social network community page

7.11 EVENTS

Starting three years prior to the Games, a series of forums, conferences, workshops and seminars will be organised and named after terms related to Rio 2016.

Rio 2016 supports and encourages discussions and debates about the Games. However, it is necessary to ensure that such events are properly conducted, without infringing any rights of our official sponsors.

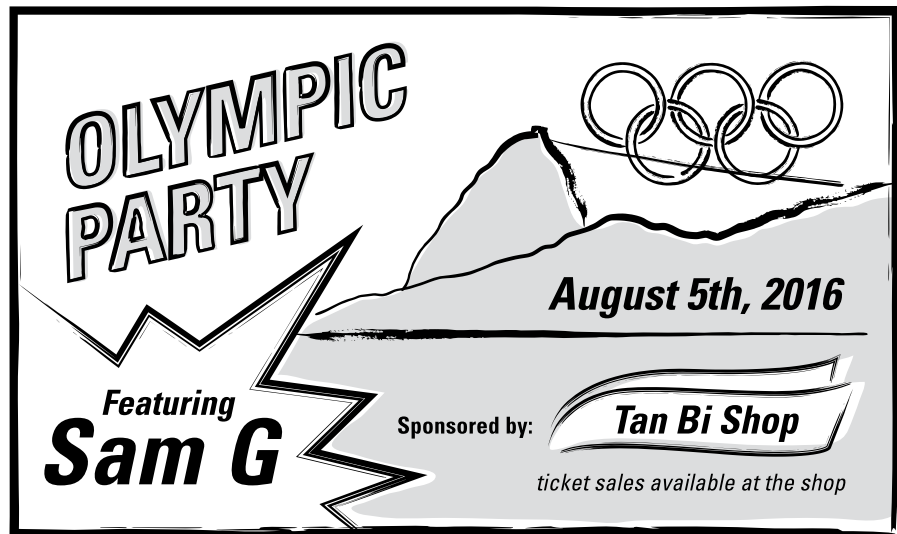
In order to do so, there are, throughout this section, some guidelines on how to organise such events with the Games as the central theme.

1. Rio 2016 is the official source of information on the organisation of the Games. It is recommended to refer to the website (www.rio2016.com) to check the official events calendar of the Rio 2016 Games, as well as to access the correct and current data on the 2016 Games.

Do not use protected official expressions — such as 'Olympic', 'Olympics', 'Olympic Games', and 'Rio 2016' — to name the events that will be organised by your company or clients. It is not possible to establish any kind of direct and improper association with the Games and/or convey the impression that a certain event is part of the official Rio 2016 programme.

Special care should be taken if the event is sponsored or has commercial purposes. It is also mandatory to obtain prior consent from Rio 2016 to use logos, symbols and any other protected properties in promotional or presentation material of an event.

2. The Rio 2016 Games theme cannot be used to promote products or services through events and seminars.



Event outside the context of the Games with an official expression in the title

3. To avoid confusion, all materials produced for and about the event that mention the Games must include a notice indicating that there is no official connection or endorsement by Rio 2016 for that particular promotion. We suggest that the information be conveyed in the following terms:

"This is not an official event of the Rio 2016 Olympic and Paralympics Games and is being independently organised by:

4. If the event that mentions the Rio 2016 Games has sponsors who are not official Rio 2016 sponsors, this may suggest some kind of official relationship between them and the Rio 2016 Games. The best way to avoid this undue association is to offer no sponsorship for events with the Rio 2016 theme. However, if the event is sponsored, it should be made clear that the companies are not related to the Rio 2016 Games or to the Olympic and Paralympic Movements, and that they are sponsoring only one specific event or organiser.

One way to make this distinction clear is to state the sponsors' credit clearly and prominently and insert a note of warning, as shown below:

MANDALA
Events

presents:
**Tourism and the
Olympic Games**

Conference with renowned
speakers from the tourism market
to discuss the opportunities
brought to the city
by the Olympic Games.

Sponsored by: **FLY FLY AIRLINES**

Please note this is not an official Rio 2016 event.



Conference about the Games with the sponsor's credit mentioned in a note of warning

5. During events that mention the Rio 2016 Games, if there is sale of publicity space and/or speeches from company representatives, the brand protection assumptions included in this guide must be taken into consideration to avoid unauthorised association with the Rio 2016 Games.

6. Events that include other topics in their agenda beyond a 'Rio 2016 Games' theme must not include any kind of sponsorship in the schedule or in the opening section of the topic that might give the impression that an advertiser or sponsor has an official relationship with the Games, unless he is indeed an official supporter.

Carioca Agency	The Brazilian economy in the next 4 years	29th - 30th August, 2012 Gávea Convention Centre
Challenges of the Market		Sponsored by: Oil Brazil
Sustainability x Economic Growth		Sponsored by: The Future
Rio 2016 Legacy for the Tourism Industry		Sponsored by: Carioca Bank



Presenting unofficial sponsors during a conference about the Rio 2016 Games

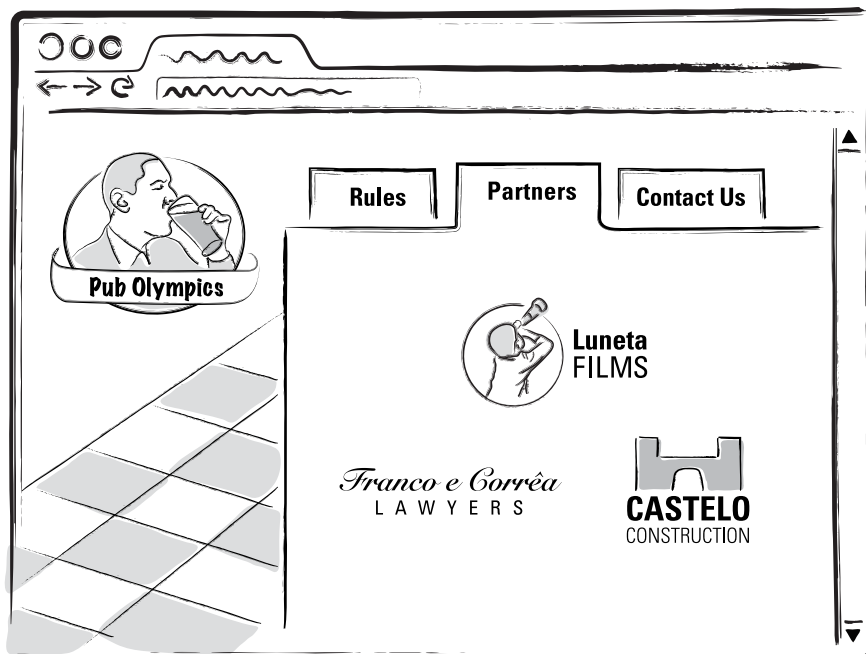
Carioca Agency	29th - 30th August, 2012 Gávea Convention Centre
The Brazilian economy in the next 4 years	Challenges of the Market
	Sustainability x Economic Growth
	Rio 2016 Legacy for the Tourism Industry
Sponsored by: Oil Brazil / The Future / Carioca Bank Please note this is not an official Rio 2016 event.	



Inclusion of a warning note to avoid association of unofficial sponsors with the Games

7.12 PROGRAMMES AND PROJECTS

The use of the Rio 2016 brands to name a project or programme, even with no commercial purpose, **is not allowed** without prior authorisation from Rio 2016.



Application of Olympic brands on the website of a project unrelated to the Games

Note:

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

Rio 2016 stresses that it is not possible to list here all the possible scenarios of acceptable, unauthorised or improper use of the protected Rio 2016 and Olympic/Paralympic brands.

8

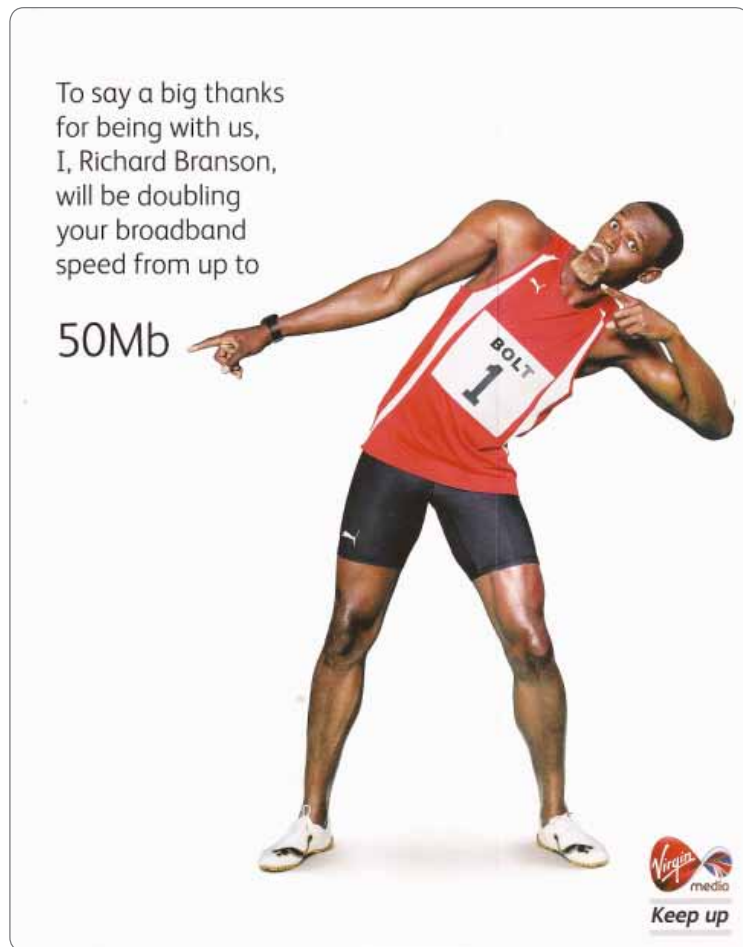
Ambush marketing

Ambush marketing is characterised by any intentional or unintentional attempt to create a false, unauthorised commercial association with a brand or event, in this case Rio 2016 and the Olympic and Paralympic Movements.

To use a common phrase, it equates to 'jumping on the bandwagon' of publicity generated by the event without paying anything for the privilege of doing so. This practice makes the public mistakenly associate the Games with some brands that have no relation whatsoever to the event, thus significantly and directly harming the investment made by the official partners.

The IOC and the IPC are engaged in various actions to prevent and combat ambush marketing. At each new edition of the Games, different educational campaigns are produced with commercial and non-commercial institutions, aiming at disseminating the importance of combating this harmful market practice.

Campaigns involving ambush marketing do not always use protected properties. Rather, as the market begins to understand the restrictions on the use of protected brands, the search for alternatives that may create a direct, albeit improper, association with the Games grows.



Ambush marketing by Virgin UK, competitor of BT, official sponsor of London 2012.

The use of athletes' images is among the most commonly used alternatives in this attempt to circumvent the prohibition of undue association with the Games brands. However, it should be remembered that using the image of an athlete who competes during the Games may lead to serious penalties, as mentioned in reference to Rule 40 (see section 7.6 on the **use of athletes' images**).

9

Laws protecting the Rio 2016 brands

Whenever elected to host an edition of Olympic and Paralympic Games, a city automatically enters into a commitment to protect the symbols and values, as well as the integrity and image of the Games.

A series of laws that protect Olympic and Paralympic intellectual property against unauthorised use are already in force, such as:

Law nº 9,279/96 – Industrial Property Law that aims to protect visible and distinctive signs by registering them. Among the signs that cannot be registered as a brand are “name, award or symbol of a sporting event (...) official or officially recognised, as well as counterfeit goods liable to create confusion, unless authorised by the competent authority or the promoter of the event.” The legislation also lists crimes against brands and unfair competition.

Law nº 9,615/98 – the Sports Law, also known as the Pelé Law, which, in its articles 15 and 87, guarantees the protection of Olympic signs, and determines that they belong exclusively to the Brazilian Olympic Committee (COB).

Nairobi Treaty – refers solely to the protection of Olympic symbols, of which Brazil is a signatory; it was ratified by Decree-Law 90,129/84.

Law nº 9,610/98 – Copyright law, which regulates the protection of intellectual works, i.e. creations of the mind, whatever their mode of expression or the medium, tangible or intangible, known or to be invented in the future such as, but not limited to, literary texts, artistic or scientific works; dramatic works; pantomimes and choreographic works; musical compositions; audio-visual and photographic works.

Law nº 8,078/90 – Consumer Defence Code, which establishes consumer protection regulations, among them measures against advertising that could confuse or mislead consumers.

Specific rules enacted for the Rio 2016 Games:

RIO DE JANEIRO

Federal Olympic Act – Law 12,035 / 2009

State Olympic Act – State Decree 41,839/2009

Municipal Olympic Act – Municipal Decree 30,379/2009

MINAS GERAIS – BELO HORIZONTE

Minas Gerais Olympic Act – Law 18,184/2009

Belo Horizonte Olympic Act – Law 9,763/2009

BAHIA - SALVADOR

Bahia Olympic Act – Law 11,472/2009

Salvador Olympic Act – Law 7,720/2009

SÃO PAULO

São Paulo State Olympic Act – Law 13,987 (March 26, 2010)

São Paulo Municipal Olympic Act – Law 14,870/2008

In addition to being subject to the aforementioned legislation, all the industrial property rights are registered worldwide. In Brazil, the rights are registered with the National Institute of Industrial Property (INPI).

10

How to properly engage with the Rio 2016 Games

Every day, Rio 2016 receives numerous expressions of support for the Rio 2016 Games, from different segments of society. Brazilians want to demonstrate, in some way, their enthusiasm for the first Olympic and Paralympic Games to be staged in South America. Rio 2016 appreciates this interest.

However, some of these expressions of interest translate into the unauthorised use of protected brands, with special emphasis on the commercial exploitation of the Games intellectual property. Rio 2016's brands are its main assets and source of funding for the Games. For these reasons, a great effort is made to protect them.

Throughout this Olympiad, a series of official programmes and projects will be created by Rio 2016 and its official partners. Stay tuned for opportunities that will be posted on the website: www.rio2016.com

Furthermore, companies that are not official partners may properly engage with the Games as follows:

- Consult with the Rio 2016 Brand Protection department about the use of the Olympic and Paralympic brands via protecaoasmarcas@rio2016.com
- Find out about opportunities to supply goods and services for Rio 2016 at portaldesuprimentos.rio2016.com/en/

- Rio 2016 will also offer opportunities for official product licensing for the Games. If your company is interested in becoming an official licensee, please visit portaldesuprimentos.rio2016.com/en/ or forward a proposal with a portfolio of your products to licenciamento@rio2016.com



- Access the Rio 2016 website www.rio2016.com for updates concerning the various programmes that will be launched.
- See the jobs section for new opportunities on the website: rio2016.com/en/organising-committee/jobs
- Understand why Rio 2016 needs to protect official brands and report any unauthorised use by email to protecaoasmarcas@rio2016.com

11 | Conclusion

The protection of Rio 2016 brands is essential to the success of the Rio 2016 Olympic and Paralympics Games. By following the guidelines in this publication, you will be helping in the organisation of the Games and supporting Olympic and Paralympic athletes.

Rio 2016 thanks society in advance for its cooperation and understanding, which will help ensure the correct use of the Rio 2016 brands, and for the reporting of any misuse, by email to protecaoasmarcas@rio2016.com.

The examples included in this guide are for illustrative purposes only. A variety of factors – including the context and manner of presentation – are relevant for the correct analysis of any possible violation and, therefore, each case must be viewed individually and all circumstances considered.

The content of this material may be updated periodically, so please refer to the latest version, which will be available at www.rio2016.com/en/copyright

It is important to note that this is a guidance document and has no LICENSING or LEGAL force.

Rio 2016 Organising Committee for the Olympic and Paralympic Games

Version 2 of this publication was updated with the latest details of the Games budget, and a new panel of recognition for the Rio 2016 Olympic and Paralympic Games sponsors.

Published by the Communications Department in January 2014. | For information please contact: comunicacao@rio2016.com



WORLDWIDE OLYMPIC PARTNERS



OFFICIAL SPONSORS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIER

Nike

GOVERNMENTAL PARTNERS





OFFICIAL SPONSORS



OFFICIAL SUPPORTERS



GOVERNMENTAL PARTNERS



02.2014

This material shall not be duplicated by any means, except with prior and express consent (in writing) from the Rio 2016 Organising Committee for the Olympic and Paralympic Games. Authorisations for copy should be submitted by mail to brandprotection@rio2016.com



fb.com/rio2016



twitter.com/rio2016



youtube.com/rio2016



plus.google.com/+Rio2016



instagram.com/rio2016

Rio 2016 Organising Committee
for the Olympic and Paralympic Games

rio2016.com