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Brand Protection Manager

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Overview:

- Why brand protection is so important to London 2012
- How we protect the brand
- Example cases

Brand Protection: Why is it so important to London 2012?

- The value of the brand
- Raising income
- Sponsors
- Merchandise
- Contractual obligations

What are we protecting?

The Olympic and Paralympic mottos
 "London 2012" - "2012" - "Olympic" - "Paralympic" - "Olympian" - "Paralympian" - "Olympiad" - "Paralympiad"

Mascots, Pictograms (in due course)

Also need to prevent any unauthorised commercial association – whether using our "protected marks" or not

How do we protect the brand?

- Education

www.london2012.com/brandprotection

2. Existing Laws – Trade Marks , Copyright, Designs

Official London 2012 Badge



Counterfeit London 2012 Badge:



3. Contractual clauses:

No marketing rights clauses:

All London 2012 supply contracts:

Prohibit suppliers marketing their involvement in the Games:

- No advertising
- No use of logos
- No press releases etc...

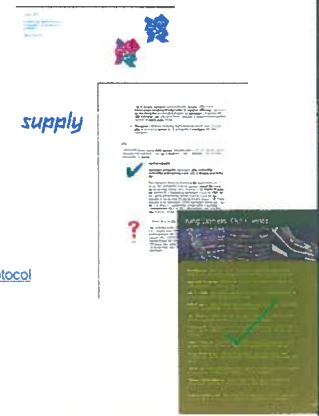
Suppliers Protocol:

www.london2012.com/suppliersprotocol

Exceptions...

- client lists
- pitch/tenders
- case studies

Publicising the business benefits



4. Working with others

- Sponsors & Licensees
- Stakeholders
- Industry groups
- HMRC
- Trading Standards
- Metropolitan Police



5. Special Statutory Protection

The Olympic Symbol etc (Protection) Act 1995

The London Olympic Games and Paralympic Games Act 2006



Olympic Symbols etc (Protection) Act 1995 ("OSPA")

OSPA protects

- Olympic & Paralympic Symbols and Mottos
- The words: Olympic(s); Olympian(s); Olympiad(s); Paralympic(s); Paralympian(s); Paralympiad(s);
- Anything similar to any of the above



London Olympic Games and Paralympic Games Act 2006

Advertising & street trading regulations

Ticket touting offences

London Olympics Association Rights (LOAR)



Advertising & Street Trading Regulations

- Framework for regulations restricting
- advertising and
- street trading
- in the vicinity of London Olympic events



Current status – working with DCMS and ODA to

- Draft Regulations
- Define Vicinity
- Develop enforcement plans

Timelines

- Summer 2010 – consultation
- Autumn/Winter 2010 - Regs debated by Parliament
- ODA give 6 months' notice
- Regulations in force for test events



Ticket Touting

2006 Act creates crime of selling an Olympic ticket in the course of a business or in a public place without LOCOG's authorisation

"Olympic ticket" – will cover tickets for London 2012 cultural events and test events

"Selling a ticket" – will include an offer/advertisement for sale and tickets sold as part of a "package" deal

"Course of business" – makes, or aims to make, a profit

Advertisers

Internet communication/data storage service defence

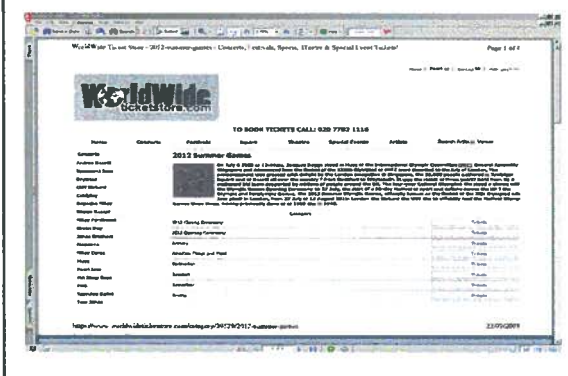
Penalty – Level 5 fine



Ticket Website



Ticket Website cont.



The London Olympics Association Right

Prevents unauthorised associations with the London Olympic Games and/or Paralympic Games

Any "representation" – a word, image, sound etc - may suggest an association with the Games

BUT


A court may take into particular account use of "listed expressions"

- eg 2012 Games, London Games, 2012 Gold Medals


Key question: Has an association been created with The London 2012 Games?

Illustrated Examples

OK



NOT OK



The limits of the law

There are some things the law won't stop:

Editorial use:

- reporting on or provision of information
- sponsored supplements

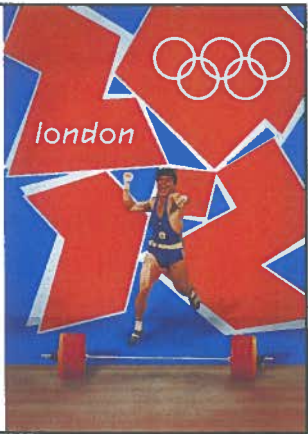
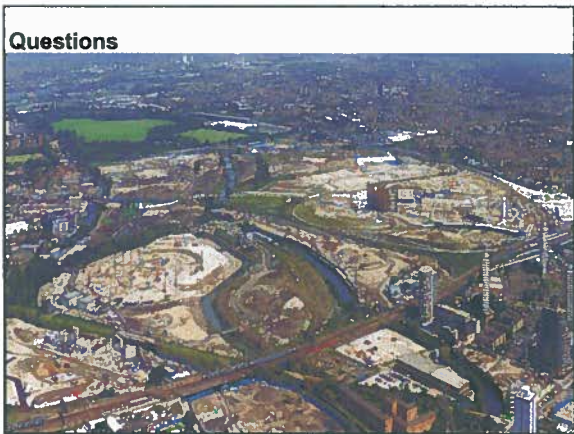
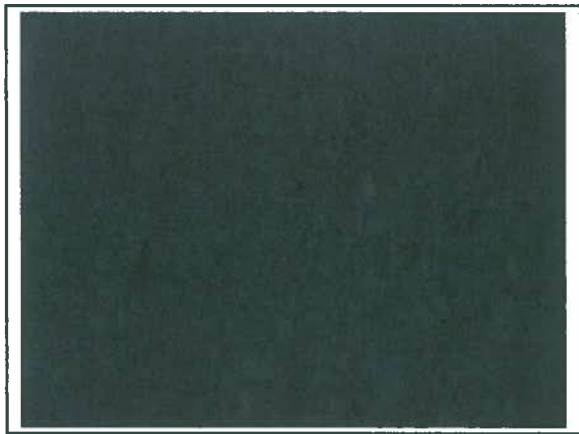
Honest statements of fact

Use which is not 'in the course of trade'

Pre-1995 use of the word "Olympic" etc

(i) Little Chef Olympic Breakfast
(ii) Olympic Removals

Associations with London 2012 established prior to April 2006

Thank you

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