



FIFA WORLD CUP
Qatar2022

FIFA Intellectual Property Guidelines

June 2022, Version 6.0

Contents

1 – INTRODUCTION	3
2 – OFFICIAL INTELLECTUAL PROPERTY	4
3 – IMPORTANCE OF PROTECTING THE TOURNAMENT BRAND.....	8
4 – FIFA RIGHTS HOLDERS	9
5 – HOW TO CELEBRATE WITHOUT CREATING AN UNAUTHORISED ASSOCIATION.....	11
6 – INFORMATION FOR THE MEDIA	12
7 – EXAMPLES OF USE	13
8 – CONTACT INFORMATION AND HOW TO GET INVOLVED.....	26



These guidelines provide information and guidance to interested parties on FIFA’s intellectual property and other commercial rights in relation to the FIFA World Cup Qatar 2022™ (the “Tournament”) and FIFA.

Please note that this document serves general informational purposes only, and the examples provided herein are non-exhaustive. These guidelines explicitly do not confirm whether or not an activity infringes any rights in relation to the FIFA World Cup Qatar 2022. We regret that FIFA cannot provide guidance on every potential activity concerning such rights.

1 - INTRODUCTION

FIFA®

The Fédération Internationale de Football Association (“FIFA”) is the world governing body of association football. FIFA holds all rights in relation to the FIFA World Cup Qatar 2022, which include all intellectual property, media, marketing, licensing, ticketing and other commercial rights.

FIFA World Cup™

The FIFA World Cup is the world’s largest single-sport event and one of the planet’s most watched sports competitions. It enjoys major interest from sports fans and the business world alike. The final of the 2018 FIFA World Cup Russia™ alone was watched by over 1.1 billion people. Many entities and individuals will want to be a part of the next edition, which will be held in Qatar from 21 November to 18 December 2022.

Due to the enormous cost of staging such a large event, FIFA would not be able to organise the Tournament without the significant financial support of its sponsors, media rights licensees, and other licensees, as well as the host country.

Impact of the FIFA World Cup

With the development of football worldwide as its core value, FIFA shares the success of the FIFA World Cup with its member associations and the worldwide football community at large. The revenue from the commercial programme enables FIFA to support various educational, technical, medical and other development activities.

Via the FIFA Forward Development Programme, the organisation has achieved substantial results by supporting FIFA’s member associations and the six confederations, not only financially in their daily operations, but also in setting new strategic long-term goals. Tailor-made development projects provide, among others, football infrastructure and equipment for youth teams, support competitions, and promote the advancement of women’s football.

In the 2015-2018 financial cycle, FIFA invested USD 1.67 billion in development and education. Moreover, the success of its commercial programme made it possible for FIFA to pledge USD 1 billion to be invested into women’s football and USD 4 billion in development and education for the 2019-2022 cycle.

2 – OFFICIAL INTELLECTUAL PROPERTY

FIFA has developed a range of brand assets, including logos, words, titles, symbols and other identifiers in connection with the Tournament and FIFA (“Official Intellectual Property”). The Official Intellectual Property is protected in Qatar and territories around the world by copyright, trademark and/or other forms of intellectual property and laws such as unfair competition, passing off and any other relevant laws. These laws protect FIFA against the unauthorised use of identical reproductions and also confusingly similar variations and modifications of the Official Intellectual Property.

Only FIFA Rights Holders are permitted to use the Official Intellectual Property for commercial purposes. If you are not a FIFA Rights Holder and would like to request the use of the Official Emblem or other official marks for editorial purposes, please visit:

<https://www.fifadigitalarchive.com/welcome/markrequest/>.

The following is not a full list of Official Intellectual Property. For a comprehensive overview of the registered intellectual property in any specific country, please inquire with the relevant Intellectual Property Office(s) and/or seek advice from a local intellectual property professional.

The Official Emblem



The Official Mascot



The Official Mascot’s name (English / Arabic)

La'eeb™ لعييب™

The Official Poster



The Official Slogan

NOW IS ALL™ **عالوعد™**

The Official Trophy



The FIFA Corporate Mark

FIFA®

The FIFA Living Football Claim



The FIFA Plus Mark



Word Marks

- FIFA World Cup Qatar 2022
- FIFA World Cup
- فيفا وورلد كوب
- FIFA
- فيفا
- World Cup
- كأس العالم
- World Cup 2022
- وورلد كوب 2022
- COPA MUNDIAL
- COUPE DU MONDE
- MUNDIAL
- Qatar 2022
- قطر 2022

The Official Typeface "QATAR 2022"

The Official Typeface "QATAR 2022" has been specifically created for the Tournament and is protected by copyright and in various jurisdictions by design registration:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Qatar 2022 will be the first FIFA World Cup held in the Arab world.

أ ا إ آ آ إ آ ب ب ب ب ت ت ت ت ث ث ث ث
ج ج ج ج ح ح ح ح خ خ خ خ د د د د
ر ر ر ر س س س س ش ش ش ش ص ص ص ص
ض ض ض ض ط ط ط ط ظ ظ ظ ظ
ق ق ق ق ك ك ك ك ل ل ل ل م م م م
ن ن ن ن ه ه ه ه و و و و ي ي ي ي ء ء ء ء
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ؛ : ، ، ؟

3 – IMPORTANCE OF PROTECTING THE TOURNAMENT BRAND

FIFA grants certain commercial rights, such as broadcasting, ticketing, hospitality, advertising and other promotional rights associated with FIFA and/or the Tournament, to various entities (“Rights Holders”) across multiple industries around the world.

FIFA’s Rights Holders in turn make vital financial contributions to ensure that the Tournament can be staged and investments can be made in further developing the game worldwide. The Rights Holders will, however, only invest in FIFA/the Tournament if they are provided with exclusivity for the use of the Official Marks and other commercial rights. Without exclusivity, i.e. if the Tournament brand were not protected and anyone were able to use the Official Intellectual Property, and thereby create an association with the Tournament for free, the acquired rights would be significantly diminished in value. This would make becoming a Rights Holder less attractive, and could ultimately result in FIFA not being able to secure the necessary funding for the Tournament and for fostering football development worldwide through flagship programmes such as the [FIFA Forward Development Programme](#).

Therefore, the protection of FIFA’s commercial rights, including the Official Intellectual Property, is crucial for staging the Tournament, and FIFA asks that non-affiliated entities/individuals respect FIFA’s rights and conduct their activities without commercially associating with the Tournament.

4 – FIFA RIGHTS HOLDERS

Currently, FIFA has appointed the following Rights Holders:

COMMERCIAL AFFILIATES

Commercial Affiliates acquire a sponsorship package based on a three-tier system comprising FIFA Partners, FIFA World Cup Sponsors and Regional Supporters. The following list represents the current line-up of Commercial Affiliates and will be updated periodically

1. FIFA Partners

FIFA Partners are six to eight companies which receive the most comprehensive package of global advertising, promotional and marketing rights in relation to FIFA and all FIFA competitions, including the Tournament. Current FIFA Partners:



2. FIFA World Cup Sponsors

FIFA World Cup Sponsors are six to eight companies which receive the second-most comprehensive worldwide rights package, however restricted to the Tournament only. Current FIFA World Cup Sponsors:



3. Regional Supporters

Regional Supporters are a total of up to 20 companies, with a maximum of four companies per region, which receive a package of advertising, promotional and marketing rights in relation to the Tournament for a specific territory. The five pre-defined regions are Europe, North/Central America, South America, Africa/Middle East (incl. Qatar), and Asia.

Europe	North/Central America	South America	Africa/Middle East
REGIONAL SUPPORTER 	REGIONAL SUPPORTERS 	REGIONAL SUPPORTERS 	REGIONAL SUPPORTERS 



MEDIA RIGHTS LICENSEES

Media Rights Licensees are entities which have been granted certain media rights to the Tournament in a particular territory or territories. These media rights include the following:

- TV rights
- Radio rights
- Broadband rights
- IPTV transmission rights, and
- Mobile transmission rights

BRANDED/UNBRANDED LICENSEES

Branded/Unbranded Licensees are entities to which FIFA has granted or will grant the right to develop, manufacture and sell products bearing the official marks – Official Licensed Products.

- **Branded Official Licensed Products** – official products that bear Official Intellectual Property and the Licensee (company) marks
- **Unbranded Official Licensed Products** – official products that only bear Official Intellectual Property

HOSPITALITY

FIFA has appointed MATCH Hospitality AG as the worldwide exclusive rights holder for the FIFA Hospitality Programme of the Tournament. It is the only company that is permitted to offer ticket-inclusive hospitality packages worldwide, either directly or through its appointed sales agents.

Further details on the various FIFA Rights Holders are available on www.fifa.com/about-fifa/commercial/fifa-marketing.

5 – HOW TO CELEBRATE WITHOUT CREATING AN UNAUTHORISED ASSOCIATION

There are legitimate ways to celebrate the Tournament without using the Official Intellectual Property or creating an unauthorised commercial association with the event. FIFA encourages businesses and the public to use generic football or country-related images and/or terminology that do not incorporate any FIFA Intellectual Property.

Activities that create an undue commercial association are not permitted and are subject to legal measures. Such undue commercial association is established when a company makes it appear as if it is associated with FIFA or the Tournament – for example, by using the Official Intellectual Property or in another way creating the impression that it is a Rights Holder, i.e. a sponsor or licensee.

To avoid promotional activities infringing FIFA's Intellectual Property and/or other commercial rights, we suggest seeking independent legal advice.

6 – INFORMATION FOR THE MEDIA

The FIFA World Cup is a media phenomenon and its success is also closely related to the extensive media coverage that it receives. FIFA therefore welcomes the fact that media outlets may wish to use the Official Intellectual Property in their publications for editorial purposes, provided that such use does not create any undue association between the Tournament and any businesses other than FIFA's Rights Holders.

Section 7 provides some examples on how to use the Official Intellectual Property in a manner that is consistent with legal freedoms, but still respects FIFA's commercial programme and the rights of FIFA's Rights Holders. Nothing in this document is intended to control or restrict in any way the content of news stories and editorials on the Tournament by the media.

Descriptions of use of the Official Intellectual Property cover all forms of media – print and digital – including but not limited to TV, web, mobile, games, apps and social media.

FIFA Digital Archive

Media outlets may request digital copies of the Official Intellectual Property free of charge [via https://www.fifadigitalarchive.com/welcome/markrequest/](https://www.fifadigitalarchive.com/welcome/markrequest/). These should be used in compliance with FIFA's graphic guidelines, which you will receive from FIFA along with high-quality digital files of the requested artwork.

7 – EXAMPLES OF USE

This section intends to assist third parties to avoid any unauthorised commercial association with the Tournament. The examples of use of the Official Intellectual Property cover all forms of print and digital media, including but not limited to use in print, TV, web, mobile, games, apps and social media.

Since it is not possible to illustrate every possible scenario of acceptable use compared to unauthorised association, or comment on the different legal sanctions that may apply in each country, the following *examples are not exhaustive and are for illustrative purposes only*.

The below scenarios were designed to provide practical assistance to entities and individuals who have a legitimate intention to avoid unfairly associating with the Tournament. The guidelines are not to be used as a tool to avoid legal liability with the deliberate intent to ambush FIFA's marketing rights. Past experience has shown that attempts to use these guidelines as a defence for an act of unfair association or infringement are unsuccessful. FIFA trusts that you will cooperate with and respect its requests and rights. For this reason, all of FIFA's rights are explicitly reserved.

The guidelines only address rights owned by FIFA and do not contain or indicate any statement with respect to any rights held by any third party, such as players, clubs, member associations, confederations, FIFA Commercial Affiliates or other entities, organisations and/or individuals.

A. MEDIA

A1. PRINT AND DIGITAL MEDIA

Editorial use

Any legitimate editorial use, such as content specifically reporting on the Tournament, does not create an unauthorised association. However, Official Intellectual Property cannot be used as an integral part of the layout of a publication, as elements of the brand of a publication or used on a stand-alone basis, in a static position or in a recurring way on a website (particularly including repeated use of the Official Intellectual Property in the corner of a special edition, or on each successive web page of a special subsection of a website, since such use may suggest an endorsement by FIFA).



FIFA WORLD CUP
Qatar 2022



Commercial use

Official Intellectual Property may not be used together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...”, etc.



A2. SOCIAL MEDIA

Posting images of Official Intellectual Property

Use of Official Intellectual Property by fans, without commercial intent, is generally accepted. However, excessive use of Official Intellectual Property may create the impression of an association with the Tournament/FIFA, and therefore should be avoided.



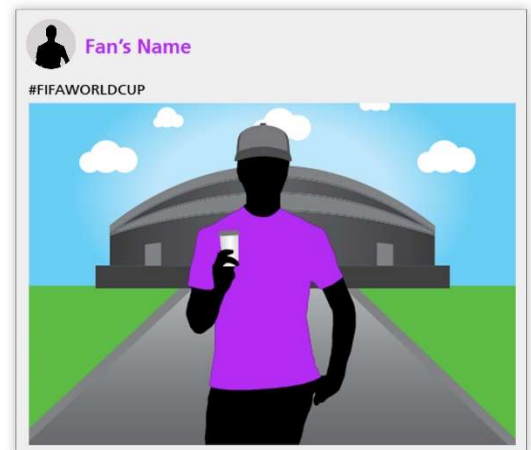
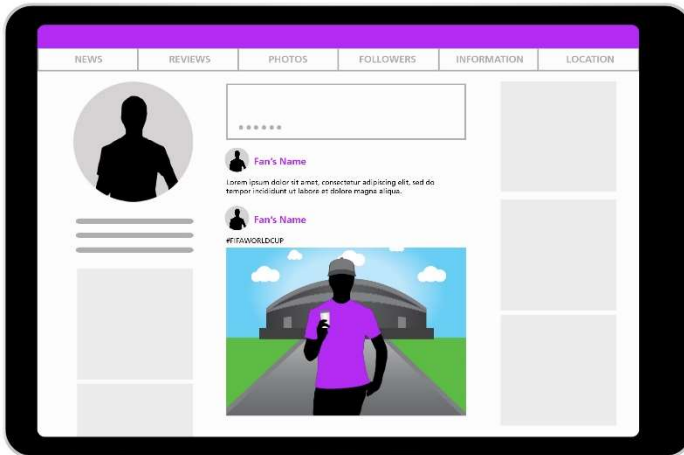
Retweeting or sharing official content

Retweeting or sharing official content from FIFA, or FIFA event official accounts by fans, without any commercial benefit, is permitted. Retweeting or sharing official content for commercial purposes is an exclusive right granted to FIFA Rights Holders.

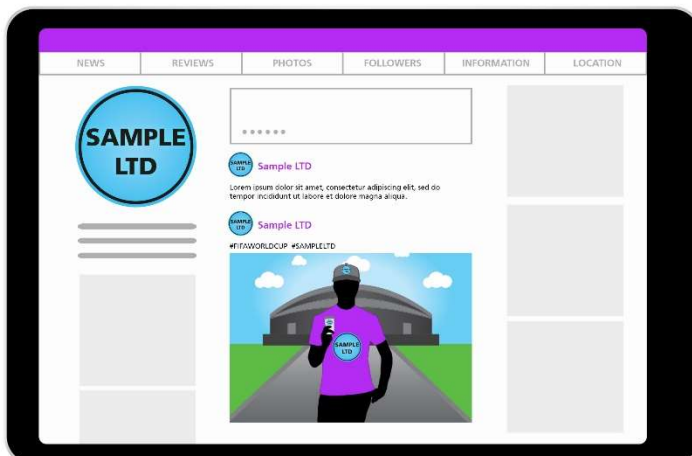


Hashtags

Fans using Official Intellectual Property in hashtags without any commercial benefit is generally accepted.



Use of Official Intellectual Property in hashtags by (company) profiles with commercial benefits to attract attention to their profile and/or to other businesses or brands creates a commercial association with the Tournament and/or FIFA, and therefore shall be restricted to FIFA and FIFA Rights Holders.



A3. MOBILE AND INTERNET SERVICES/APPLICATIONS

Use of Official Intellectual Property or broadcast content for commercial purposes in applications and/or any other mobile/internet services is not permitted.

Editorial/descriptive use of the event is permissible as long as the use does not create a risk of confusion that the service is in any way connected with the Tournament or FIFA. Names or titles of any such service or application (app) may not incorporate any Official Intellectual Property in a manner which suggests an endorsement by FIFA, for example the full event title or the Official Emblem.



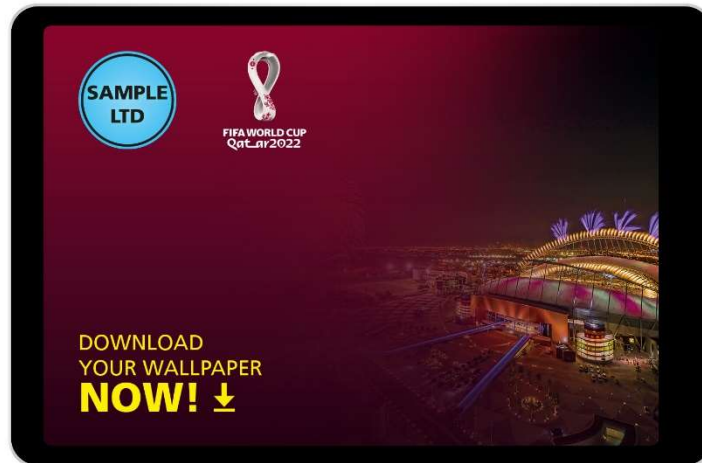
A4. DOMAIN NAMES/URLS/HYPERLINKS

Official Intellectual Property may not be incorporated in domain names, unless authorised by FIFA. Use of Official Intellectual Property in URLs or hyperlinks by commercial websites is not permitted.



A5. WEBSITES (LOOK AND FEEL)

Official Intellectual Property may not be used as part of the overall design of a website or webpage (including background or wallpaper designs) if it is likely to create the impression of an association with the Tournament/FIFA.



A6. BLOGS

Official Intellectual Property used on editorial blogs, reporting or commenting on the Tournament without any commercial content or advertising generally does not create an unauthorised association and is accepted.





B. BUSINESS ADVERTISEMENTS

Using any Official Intellectual Property in commercial advertisements is likely to create an unauthorised association and is therefore to be avoided.



C. COMPETITIONS/GAMES/LOTTERIES

Competitions, games or lotteries using any Official Intellectual Property or creating a commercial association with the Tournament, unless authorised by FIFA, are not permitted.



D. TICKET PROMOTIONS

Unless authorised by FIFA or organised in cooperation with a FIFA Rights Holder, it is not permitted to use tickets for the Tournament (“Tickets”) for promotional purposes, prize draws, incentives, online auctions and/or any other type of consumer promotion.



Tickets obtained through unauthorised ticket promotions will be cancelled once identified, and access to the stadium will therefore not be granted.

E. MATCH SCHEDULE

Editorial use

The editorial, non-commercial use or reproduction of the official FIFA match schedule does not create an unauthorised association and is generally accepted.



Commercial use

The commercial use of the match schedule together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...”, etc. is not permitted.



Please note: the match schedule of the event is protected by copyright and other intellectual property rights in many countries around the world. The news media may publish the match schedule separately or as part of a publication to inform the public about the Tournament. Any unauthorised third-party commercial branding upon, in close proximity to, or in relation to the match schedule must be avoided.

F. COUNTDOWN CLOCKS/TICKERS

Any commercially branded tool created to count down to the Tournament creates an unauthorised association, whether physical or online.



G. BUSINESSES

G1. BUSINESS NAMES

Official Intellectual Property used as part of any business name, in any context, without the authorisation of FIFA is not permitted.



G2. IN-STORE DECORATIONS (RESTAURANTS, BARS, RETAIL OUTLETS...)

Generic football or country-related in-store decorations do not create an unauthorised association and are generally accepted.



Official Intellectual Property is not permitted for use as in-store decorations, unless authorised by FIFA or via a FIFA Rights Holder.



G3. MERCHANDISE

Items with generic football terms and/or, country names or national flags do not create an infringement of FIFA's rights.



Use of Official Intellectual Property or any element thereof on any merchandising item is an exclusive right of FIFA Rights Holders and is therefore not permitted. If you are interested in becoming a FIFA Rights Holder, please refer to section 8 below.



H. PUBLIC VIEWING

Authorised public viewing exhibitors must comply with the FIFA Regulations for Public Viewing Events and obtain a licence granted by FIFA or its Media Rights Licensees.

Any other public displays showing moving images from the matches of the Tournament should avoid using any Official Intellectual Property or advertising sponsorship that may create an unauthorised association between FIFA and/or the Tournament and third parties which are not FIFA Rights Holders.

The FIFA World Cup Qatar 2022 Regulations for Public Viewing Events will be available on FIFA.com closer to the Tournament date.



I. ON-SITE AT THE TOURNAMENT

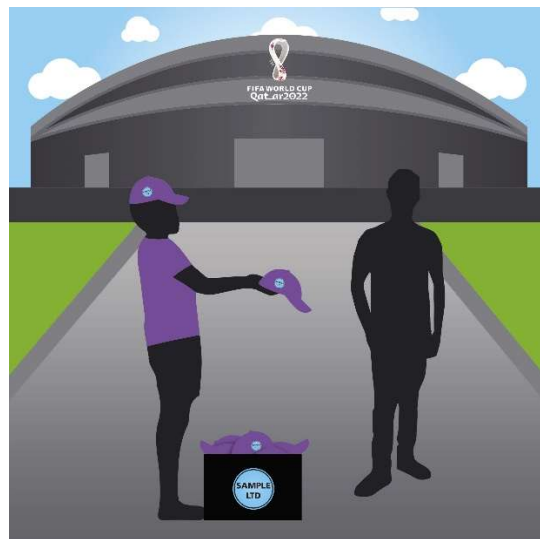
11. HOSPITALITY GUESTS

Groups of fans, including hospitality guest groups, may not display or wear items with the same prominent non-FIFA branding, including signs guiding groups to the stadium, which create an unauthorised association and violate the Ticketing Terms and Conditions. This includes branded clothing, flags or any other items given to fans.



12. DISTRIBUTION OF BRANDED ITEMS

Distribution of branded items on matchdays in the area surrounding the stadium without the necessary approval is not permitted as it creates an unauthorised association of the respective brand with the Tournament, suggesting that the brand is a sponsor thereof.



8 – CONTACT INFORMATION AND HOW TO GET INVOLVED

In general, there are various opportunities for entities or individuals to benefit from and get involved with the Tournament without using the Official Intellectual Property or commercially associating with the Tournament, for example:

- Providing various services for the Tournament:
 - infrastructure
 - events and activities staged by FIFA and/or the Supreme Committee for Delivery & Legacy
 - catering
 - food & beverage concessionaire
 - cleaning and waste management
 - private security
 - furniture supplier
- Getting in touch with one of FIFA’s Rights Holders to find out about any possibilities to engage in a co-promotion with them.
- Supporting local football in your home country by contacting the national football association to find out how to get involved at the grassroots level.

Please visit www.FIFA.com or use the contact details below for specific topics to find out more.

Sponsorship

If you are interested in becoming a Rights Holder/Sponsor, please contact sales@fifa.org.

Licensing

If you are interested in licensing opportunities, please contact retail-licensing@fifa.org to find out more.

Public Viewing

If you wish to apply for a Public Viewing Event licence for the FIFA World Cup Qatar 2022 or require further information, please see https://publicviewing.fifa.org/public_viewing.

Mark Request

To request the use of any of the Official Intellectual Property for editorial purposes, please visit the FIFA Digital Archive (www.fifadigitalarchive.com) and click on the “MARK REQUEST FORM” button.

Unauthorised Ticket Sales/Promotions

We welcome reports of any unauthorised sales/promotions of Tickets, including if you believe you have purchased potentially fake Tickets, by email at ticketenforcement@fifa.org.

Unauthorised use of FIFA’s Intellectual Property

To report any unauthorised use of FIFA’s Intellectual Property, please email us at brandprotection@fifa.org