

Game On Intellectual Property Strategies for Athletic Events

VERIFICATION CODE

iadc

FOR CLE CREDIT:

1. Write down or take a photo of this Verification Code.

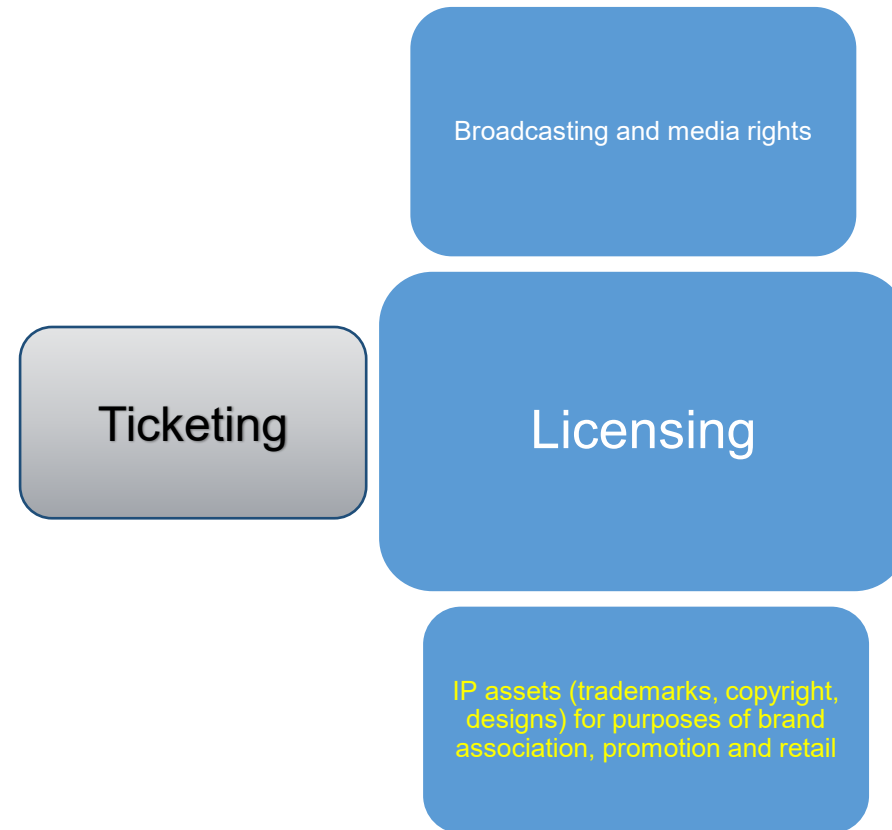
You **MUST** complete the evaluation to earn CLE Credit.

2. Either click the “Evaluation” button from the program on your **Meeting App** to enter the Verification Code and complete the Program Evaluation now.

OR

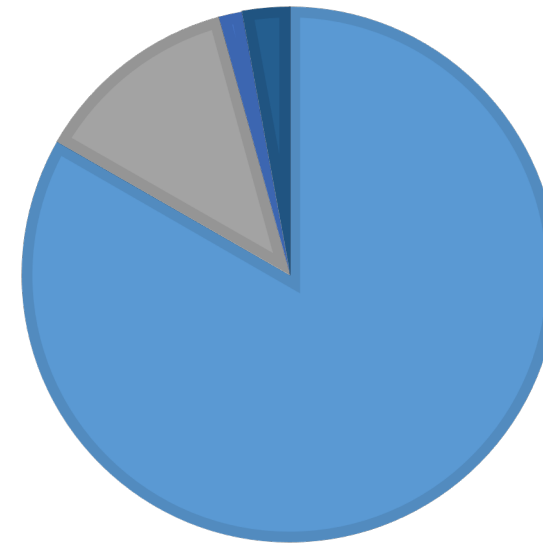
3. Save the code to take the evaluation later.

FIFA's Commercial Program



The FIFA IP Portfolio

- ◆ 12,400 Trademark registrations / applications in 150 jurisdictions
- ◆ 182 Copyrights
- ◆ 368 Designs
- ◆ All IP owned by FIFA



■ TM Registrations ■ TM Applications ■ Copyrights ■ Designs

FIFA's Commercial Program



FIFA WORLD CUP – Brand Assets (word marks)

FIFA World Cup 26™
FIFA World Cup™

Copa Mundial de la FIFA 26™
Copa Mundial de la FIFA™

Coupe du Monde de la FIFA 26™
Coupe du Monde de la FIFA™

World Cup 26™
World Cup™
FIFA®
COPA MUNDIAL™
COUPE DU MONDE™
MUNDIAL™

FIFA WORLD CUP – Brand Assets

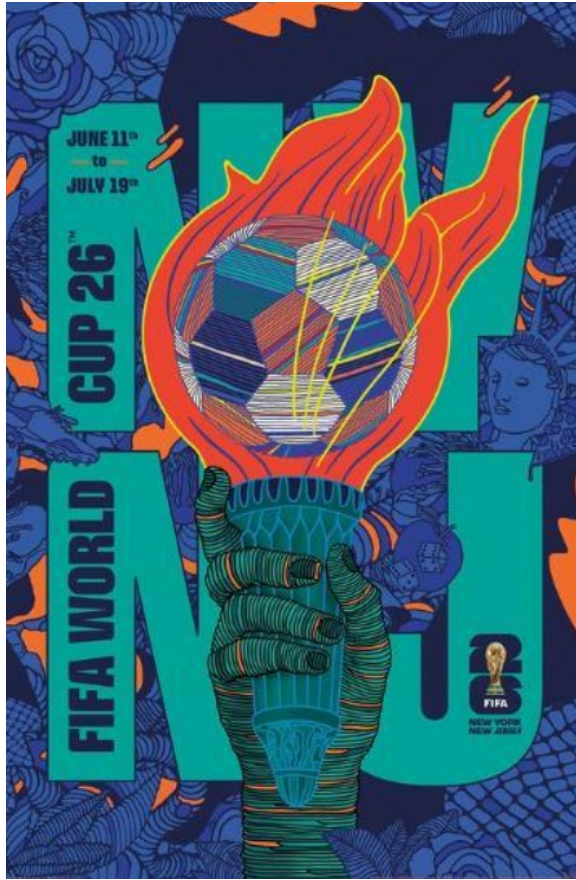
WE ARE MIAMI™

WE ARE MEXICO CITY™

WE ARE TORONTO™



FIFA WORLD CUP – Host City Posters



FIFA WORLD CUP – Host City Posters



FIFA WORLD CUP – Host City Posters



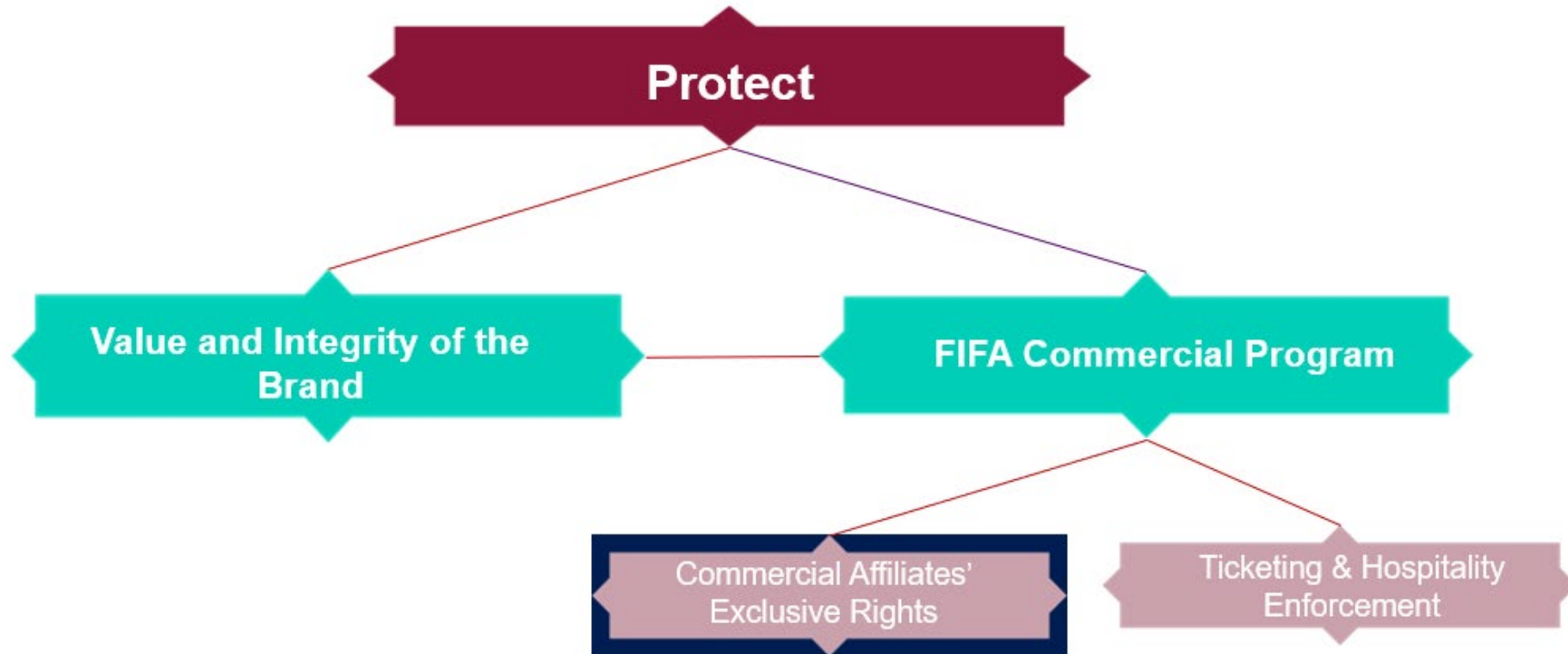
FIFA WORLD CUP – Host City Posters



FIFA WORLD CUP – Host City Posters



Objectives



FIFA Brand Protection 3 Pillar Approach

Communications

- ◆ Awareness Campaigns
- ◆ IP Guidelines on fifa.com
- ◆ Cautionary Notices
- ◆ Pre-emptive letters to competitors of CAs (784 sent)
- ◆ Trainings to enforcement agencies
- ◆ Cooperation with other IP stakeholders and trade publications

Surveillance

- ◆ Monitoring Marketplace for Infringements / Violations
- ◆ Investigations
- ◆ Global Customs surveillance
- ◆ Online monitoring for marketplaces, social media, apps and commercial websites
- ◆ Reporting of cases by stakeholders
- ◆ On-site BRP patrols during the event

Enforcement

- ◆ Law enforcement seizures of counterfeit products
- ◆ Cease & desists letters
- ◆ Civil & Criminal actions, if necessary
- ◆ Online marketplaces, social media take downs

Raising Awareness



Brand Protection

Protecting the World Cup brand

Intellectual property

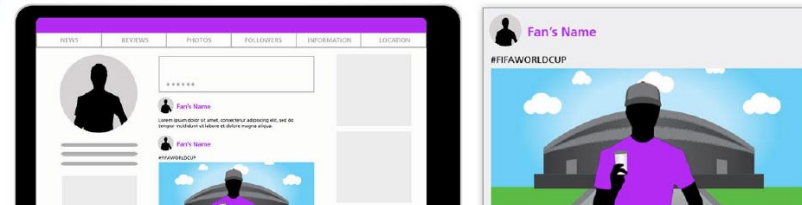
The FIFA World Cup™ tournaments are the most iconic football competitions in the world, reaching and inspiring fans all across the globe. Key brand assets such as the FIFA World Cup Trophy are universally known, and the great value they represent is a cornerstone of FIFA's commercial programme.

Publications via FIFA.com

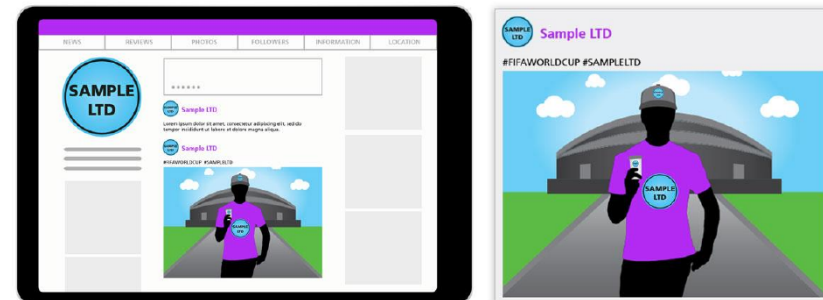
- ◆ [FWC 2022 IP Guidelines in 6 languages \(English, Arabic, French, German, Spanish, Chinese\)](#)
- ◆ [Cautionary Notices \(English & Arabic\)](#)

Hashtags

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



The 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.



Cautionary Notices

The screenshot shows the homepage of the news website 'alsharq'. At the top, there are navigation links and a search bar. The main content area features several news articles with images and headlines. One prominent article is titled 'اعتماد 3 مدن قطرية من منظمة الصحة العالمية.. رئيس الوزراء: ملتزمون بجعل كل مدننا صحية' (Dependence of 3 Qatari cities from the World Health Organization... Prime Minister: Committed to making all our cities healthy). Other articles include 'سمو الأمير يستقبل رئيس الاتحاد العالمي لعلماء المسلمين' (His Highness the Amir receives the President of the International Union of Muslim Scholars) and 'د. مها المدوي: قطر أول دولة في الإقليم تسجل مدتها بالشراكة' (Dr. Maha Al-Mudawi: Qatar is the first country in the region to record its duration in partnership). There are also advertisements for 'oredo' and 'Century 21' real estate services.

CAUTIONARY NOTICE

Greetings from FIFA!

The FIFA World Cup Qatar 2022™ is fast approaching, and we look forward to seeing you there! This is a friendly reminder that FIFA is the sole and exclusive owner of all rights in the marks, signs and artistic works concerning the tournament ("FIFA IP"), including but not limited to:

<p>The Official Emblem</p>  <p>FIFA WORLD CUP Qatar 2022</p>	<p>The FIFA World Cup Trophy</p> 
<p>The Official Look</p>  <p>FIFA® FIFA WORLD CUP® WORLD CUP® QATAR 2022®</p>	<p>The FIFA Corporate Logo</p>  <p>فيفا كأس العالم كأس العالم قطر 2022</p>

Today 4:03 PM

The FIFA World Cup Qatar 2022™ is fast approaching, and we look forward to seeing you there! This is a friendly reminder to everyone that all marks and designs of the event, incl. but not limited to the Official Emblem and Look, the FIFA World Cup Trophy, the marks FIFA, WORLD CUP and QATAR 2022 are exclusively owned by FIFA. FIFA's marks and designs must not be used without FIFA's written authorization. For details, please see <https://fifa.fans/3HIGXDV>

Thank you for your cooperation!

Online Brand Protection

- ◆ 365 Online Brand Protection programme covers
 - ◆ Marketplaces
 - ◆ Social Media
 - ◆ Websites & Domains
 - ◆ Apps

- ◆ **Statistics 2022 (Jan–Dec):**

- ◆ Marketplaces - **136.543** listings reported for takedown
- ◆ Social Media - **2.242** posts reported
- ◆ Websites / Domains- **420** domains reported
- ◆ Apps - **216** reported

Marketplaces: Nov- Dec 2021/2022 comparison

Total listings reported in Nov-Dec 2021

7 839

Total listings reported in Nov-Dec 2022

22 302



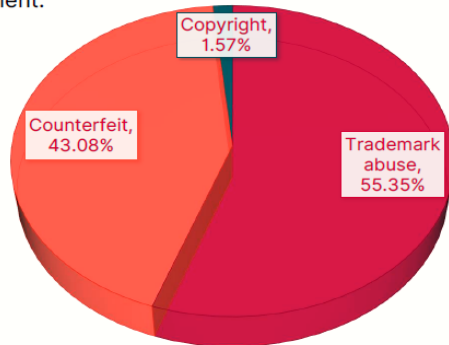
**Reported listings
increase by 184%**

Online Brand Protection

Statistics FWC 2022 tournament period
(1. Nov – 31.Dec. 2022) listings reported for takedown:

Marketplaces - 21.998

- We reported 12 345 listings based on trademark abuse (55.3 (43.08%) based on counterfeit and 350 (1.57%) based on cc infringement.



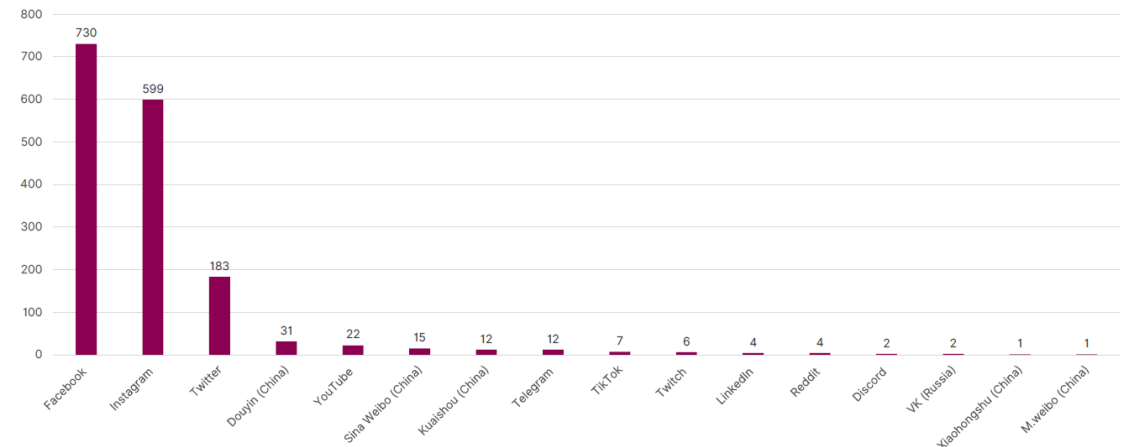
Social Media - 2.242
Websites / Domains - 420
Apps - 216

★ **99%** the reported listings have been **removed** by the platforms.
A total of **21.998** out of **22.302** reported listings were removed by platforms.

★ The **total value*** of the listings reported is **857 577,00 €**
The average price is **50,09 €**

Top Infringing Social Media platforms

The chart below shows the damaging Social Media platforms per number of reported listings in Nov-Dec 2022.



Online Brand Protection

HD+ Orekodo Double Double promo

How to enter the promotion

Watch the World Cup 2022 FeeliFeeli on HD+ and stand the chance of winning a trip for 2 to Dubai and other amazing prizes



For Existing users

- ☑ Have an active HD+ subscription of 3 months and above



New buyers

- ☑ Purchase an HD+ Decoder with a promo sticker



- ☑ Dial *844*8# to register your participation

Enter the HD+ Number of your HD+ Device, your name, phone number, and location.
Promo validity period is from 15 Sep to 5 Dec 2022

World Cup Skins Allowlist

If you have registered for an Allowlist spot, you will be sent an email in the coming days that will confirm whether you've qualified for one.

An Allowlist spot doesn't guarantee you a skin, but simply give you access to the pre-sale starting on Nov 2 UTC. It's first come, first served — so get in quick once the pre-sale starts!

Pre-sale	Public sale	Skin reveal
Nov 2	Nov 4	Nov 14

Pre-sale opens in

0 : 15 : 22 : 57

Days Hours Minutes Seconds

Total Skins: 1600 | Price: 0.055 WETH

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Crypto

QATAR 2022 TOKEN SALE ROADMAP TEAM EXCHANGES PARTNERS CONTACT CHECK CHART WHITEPAPER AUDIT

QATAR 2022 TOKEN

Fwc X 202X Token

**Fully owned and driven by community!
No Control Of Contract. No Control of Liquidity. All
Burnt and Safe!**

RENOUNCE / CHECK THAT

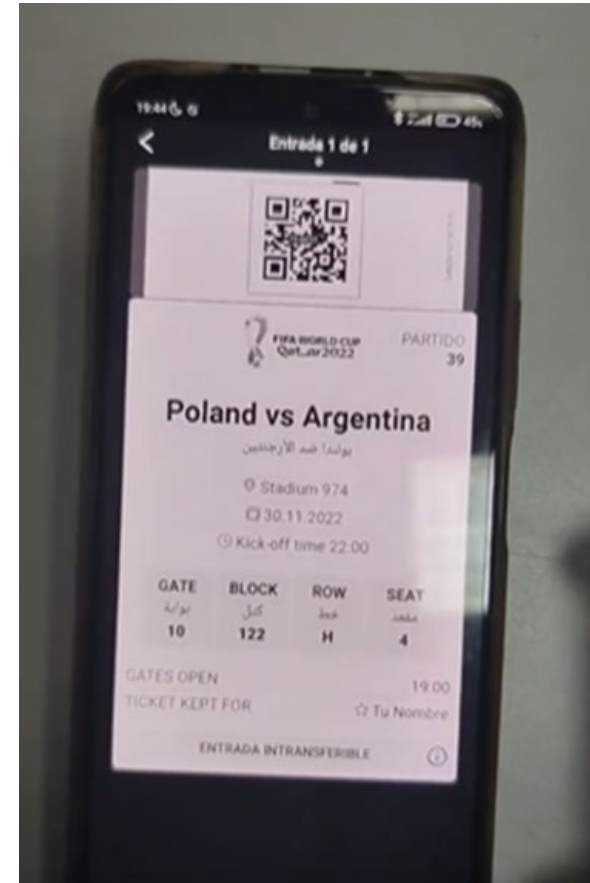
RENOUNCE / CHECK THAT (AUDIT BY TECHRATE)

Qatar 2022 is a project that was created with the aim of bringing football and cryptocurrencies together so that users can enter the world of crypto football.

Fwc has been created for the link between football and crypto currency join us to enter the world of crypto football.

GitHub - Ticket Generator Software

- ◆ Software that enabled users to create lookalikes of e-tickets
- ◆ Almost impossible to enforce, as sale is difficult to detect (no stash of tickets, cash, etc.)



Infringements of FIFA IP



SHOOT TO WIN! #KuCoin Crypto World Cup Carnival is coming in 3 days!

Get ready to shoot the winning goal of more than \$1,000,000 prize pool with @yggsea @wingoalnt @polygonstudios!

Starts at 10:00 on November 17, 2022 (UTC)

#FIFAWorldCup2022
#KuCoinCryptoWorldCupCarnival



geappliancesiraq · Follow

geappliancesiraq وبة حلمك تروح لكأس العالم ؟، حلمك صار اقرب

اشترى سبليت تحكم بالأمبير وادخل السحب لربح سفرة مجانية لكأس العالم.

ملاحظة: عند شرائك سبليت تحكم بالأمبير من معرضنا أو وكلاءنا المعتمدين يرجى الاحتفاظ بكيوبون المسابقة.

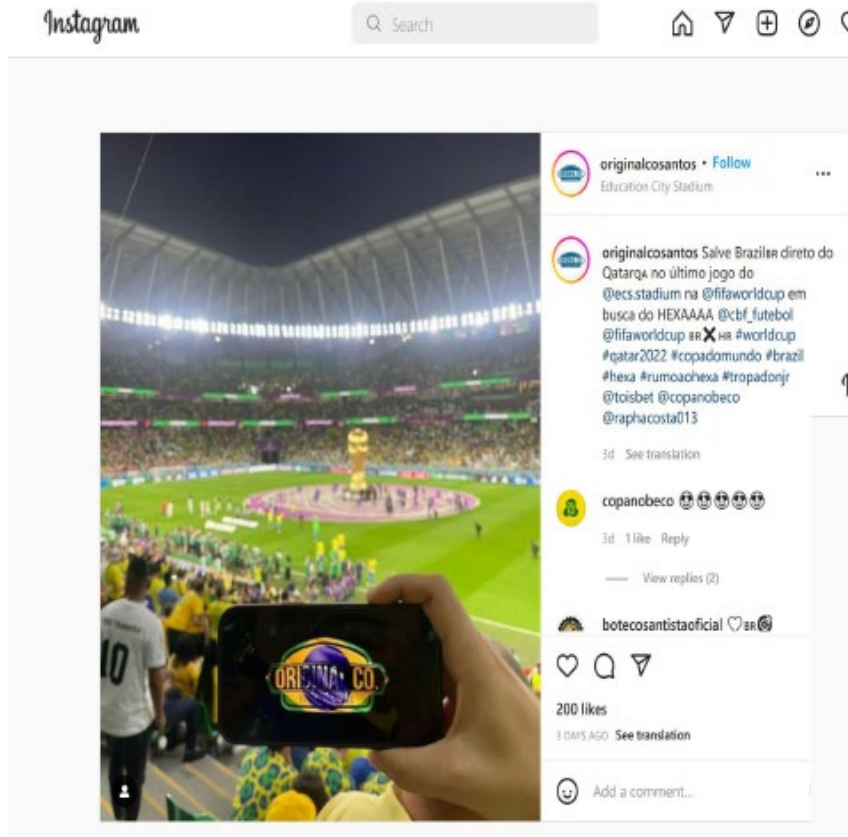
تطبق الشروط والاحكام*

الشركة الوطنية لتجارة السلع المعمرة الموزع الحصري لمنتجات شركة GE Appliances في العراق الأمريكية

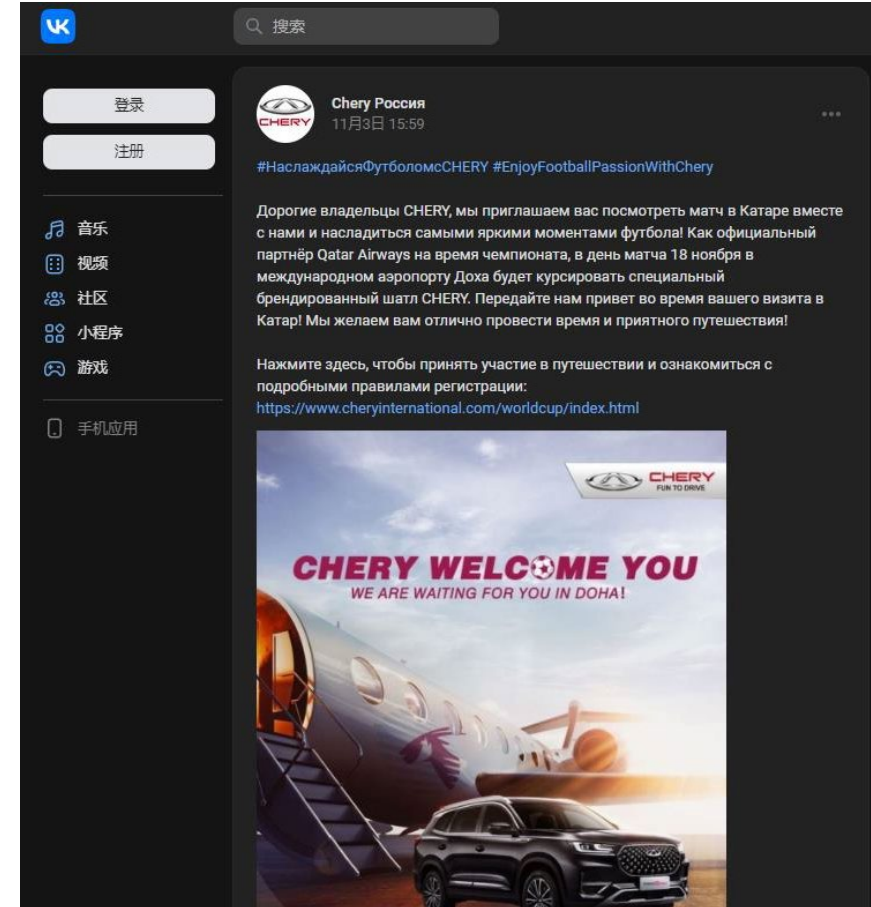
20 likes

4 DAYS AGO

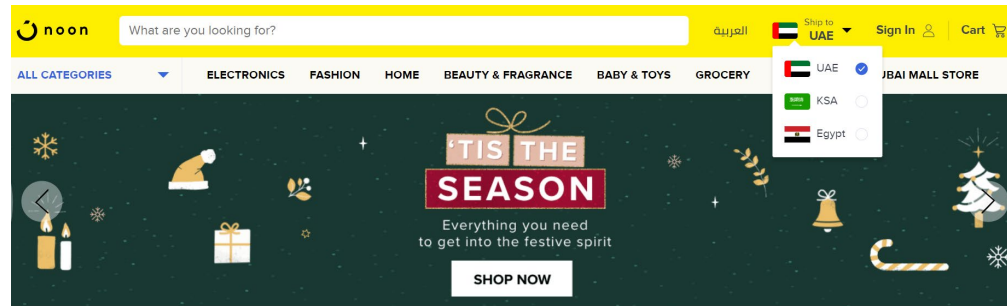
Ambush by Intrusion Amplified on Social Media



Ambush Marketing



Online Counterfeit Products



QiaoKai

**2018 World Cup Football Trophy
Gold/Green**

Was: ~~AED 105.71~~

Now: **AED 70.25** inclusive of VAT

Saving: **AED 35.46** **33% Off**

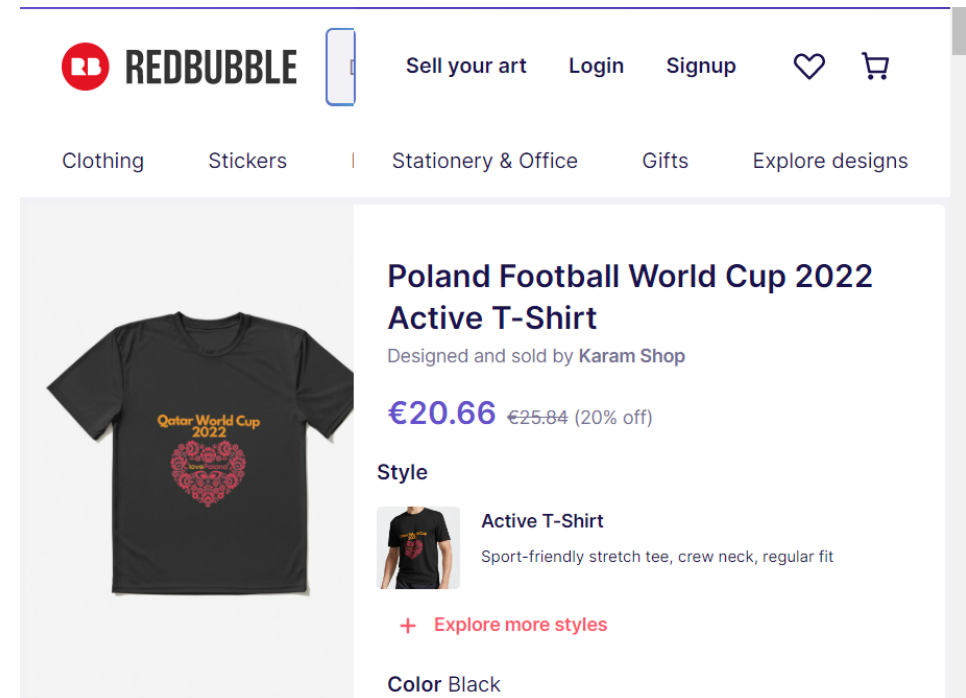
Deliver to Dubai

Delivered by **Sat, Dec 19**
when you order in 20 hrs 5 mins



1 | v

Add To Cart



Online Brand Protection

Online to offline

- ◆ Repeat offender, that acted as main importer & wholesaler of counterfeit FWC trophies in Germany, investigations identified additional 4 resellers.
- ◆ Prelim injunction - sale of counterfeit stopped; All costs re this case recovered.
- ◆ Information about the source lead to a manufacturer of these trophies in China.
- ◆ On-site



Advertisement in German football magazine



Sample



China - mold

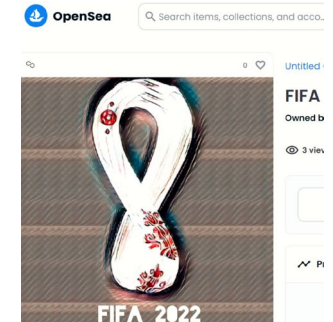
NFTs Listings Removed from Marketplaces



World Cup Apes YC

Items 792 · Created Nov 2022 · Creator fee 0% · Chain Ethereum

It's kick-off time for the WC Apes & YOU'RE UP! All 32 countries generated across this 10K collection. What team will you be. See more



Minted
Apr 6, 2022

No previous sales

World Cup Apes #300 ▲

A collection of 5,000 World Cup Apes ready to hit the Ethereum Stadiums. Each NFT will grant you the benefit to stake and earn SWCA tokens.

Collection

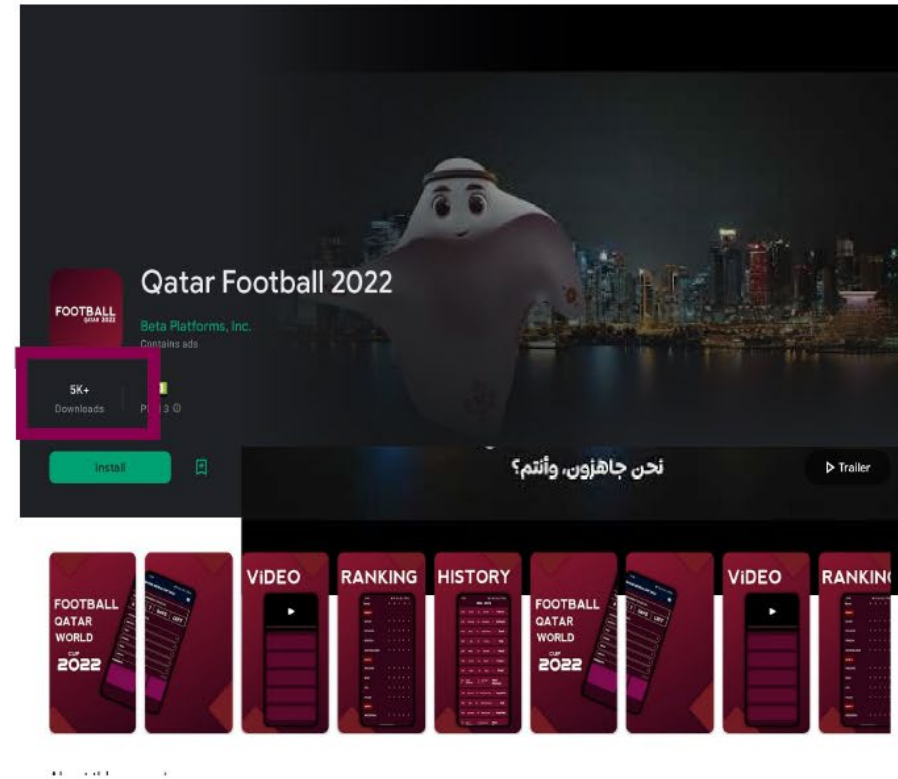
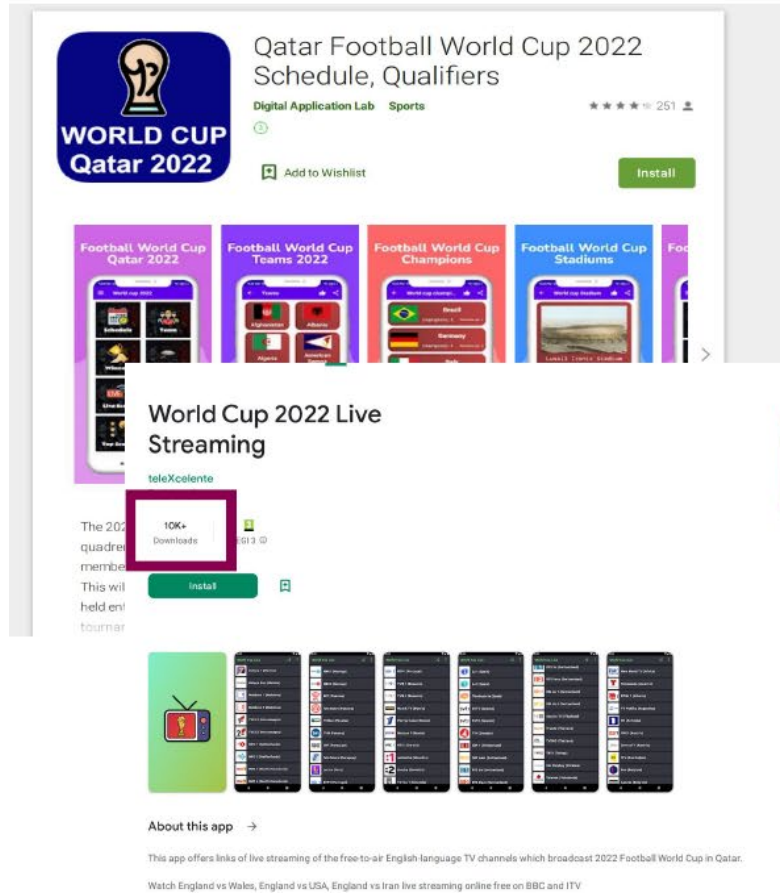


Created by

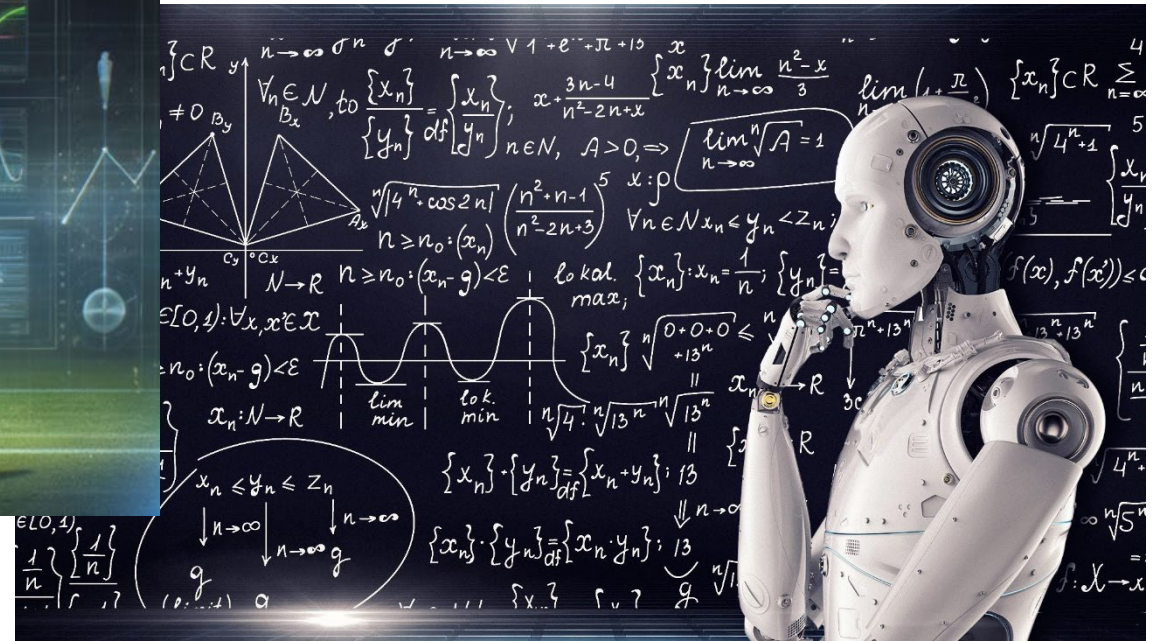


Attributes

App Stores – Trademark Abuse



Emerging Issues – Generative AI



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