THE AFC RIGHTS PROTECTION PROGRAMME

PUBLIC GUIDELINES

BRINGING ASIA TOGETHER
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INTRODUCTION

About the Asian Football Confederation

The Asian Football Confederation (AFC) is the governing body of football in Asia with a membership comprising forty-seven (47) member associations in accordance to FIFA and AFC Statutes.

Based in Kuala Lumpur, the AFC organises various football competitions both on national and club levels and its objectives include, inter alia, promoting, regulating and improving the game of football constantly in the territory of Asia in light of fair play.

About the AFC Asian Cup UAE 2019™

The AFC Asian Cup serves as the region’s premier football competition, boasting the participation of elite football players representing their national teams from the AFC’s Member Associations.

The competition has grown in strength and commercial stature since its inception in 1956 and has become increasingly well-known with its brand garnering considerable value and goodwill on both a regional and international spectrum.

With the upcoming edition of the competition set to be held from 5 January 2019 – 1 February 2019 in the United Arab Emirates, the AFC has appointed the United Arab Emirates Football Association (UAEFA) as host of the AFC Asian Cup UAE 2019™ (“Competition”) who will be working closely with its established Local Organising Committee (LOC) in ensuring the successful organizing, hosting and staging of the Competition.
OVERVIEW

AFC’s Rights Protection Programme (RPP)

The Rights Protection Programme is a programme established by the AFC, aimed at:

- facilitating the identification and recognition of the AFC’s rights and assets;
- providing a platform to identify the accepted use of the AFC’s rights and assets; and more importantly,
- ensuring the upkeep and protection of the AFC’s rights and assets.

The Programme which took form in past editions of the AFC Asian Cup has since grown in quality and become a vital tool in helping the AFC combat/deter acts of infringement and ambush marketing through the support and coordination from the LOC, AFC’s Sponsors and Licensees, local authorities and the general public.

RPP @ the AFC Asian Cup UAE 2019™

The AFC has been developing certain strategies and action plans in ensuring the smooth implementation of the RPP together with the support of the LOC and Emirati Government to combat any issues of infringement or ambush marketing through a range of initiatives, including contractual prohibitions, pre-event education and public relations initiatives as well as on-site policing leading to the build-up and during the course of the Competition.

This includes the establishment of controlled access areas aimed at restricting access to certain defined areas to those who have been authorised by the AFC and the establishment of commercially clean zones within and around the vicinity of the stadium and host city to ensure no commercial association to the AFC or Competition.

The AFC and LOC are also implementing strict measures relating to ticketing and admission to Competition venues which will help curb the any commercial or ambush marketing activity.

The successful implementation of these initiatives will not only be of benefit to the AFC, the LOC and the AFC’s Commercial Rights Partners, but will also help protect the Competition brand and all rights relating to the Competition as a whole.
OFFICIAL MARKS OF THE COMPETITION

A variety of words, titles, logos, emblems, brands and identifiers relating to the Competition have been created for use by the AFC and its Sponsors and Licensees in connection to the Competition ("Official Marks").

These marks are protected through various means including copyright, trademark and/or common law provisions which serve to accord the AFC protection against unauthorized use of identical or similar derivations thereof.

The AFC reserves all rights in respect to the Official Competition Marks, which may only be used with the authorisation of the AFC. Any unauthorised use of the Official Marks of the Competition constitutes an infringement of the AFC’s rights and may result in the commencement of appropriate actions against infringers.

We append below a list of the Official Marks of the Competition for reference.

OFFICIAL COMPETITION TITLE

AFC ASIAN CUP UAE 2019™

OFFICIAL COMPETITION SLOGAN

BRINGING ASIA TOGETHER
In addition to the above, the following list of assets are also owned and protected by the AFC for its reserved use.

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Kindly note that the above serves as a non-exhaustive list of intellectual property rights owned by the AFC in relation to the Competition. For a complete list of trade mark(s), copyrights, designs and protected images and indicia relating to the AFC, kindly contact the AFC at rightsprotections@the-afc.com
OFFICIAL SPONSORS AND LICENSEES OF THE COMPETITION

The Competition, given its spectacle and magnitude, has garnered the support of leading global companies who have invested and continue to invest significantly for the development and promotion of the Competition.

Please find appended below a list of Sponsors and Licensees of the Competition for reference:

OFFICIAL SPONSORS

OFFICIAL SUPPORTERS

OFFICIAL TIMEKEEPER

OFFICIAL BROADCASTER

OFFICIAL HOSPITALITY PROVIDER
EXAMPLES OF PERMITTED AND PROHIBITED ACTIONS

In an attempt to eliminate any form of unauthorised use of the Official Marks and AFC’s rights by unauthorised third parties, the AFC has compiled the following examples to serve as a guideline to the public in identifying permitted and prohibited actions relating to the Competition.

Please be mindful that the list provided only includes some of the more common examples of actions and is in no way reflective of all the different variations of such action. If you are unsure as to what may constitute an infringement and/or unauthorised use, kindly seek advice from a intellectual property lawyer.

A Advertisements & Promotions

**Allowed**

Advertisements and promotional materials using general football-related terms and imagery.

**Not Allowed**

(a) Advertisements and promotional materials incorporating the use of any Official Competition Marks and/or any intellectual property rights relating to the Tournament;
Not Allowed

(b) Any form of promotion including without limitation ticket promotions and/or promotional competitions which are not organized and/or endorsed by the AFC or ALOC.

Not Allowed

(c) Any contests, games and/or lotteries which incorporates the use of the Official Competition Marks.
B

**Informational/editorial Use**

**Allowed**

Editorial use. Any legitimate editorial, non commercial use does NOT create an Unauthorised association.

**Not Allowed**

Infomercial/advertorial; there is no legitimate justification for the commercial use or presentation of editorial content by third parties using an Official Mark as this creates an Unauthorised Association.
Match Schedule

**Allowed**

Non commercial use: The editorial, non-commercial use of the match schedule by the media.

**Not Allowed**

Commercial use: The commercial use of the match schedule namely for advertising.
Company/Business Names

**Allowed**

A general football-related or UAE-related business name may NOT create an Unauthorised Association (provided it is not used together with AFC Asian Cup™ indicia, imagery or reference, or the name).

**Not Allowed**

The use of an Official Mark as part of a business name does create an Unauthorised Association.
**Products and Merchandise**

**Allowed**

Items containing general football-related themes or terms, including without limitation any reference to the host country or national flags.

**Not Allowed**

Use of the Official Competition Marks and/or any intellectual property rights emanating from the tournament on any items of merchandise.
In Store Decoration

Allowed
General football-related themed designs and/or decorations.

Not Allowed
Use of the Official Competition Marks and/or any intellectual property rights emanating from the AFC Asian Cup UAE 2019™ tournament on in-house design and/or decorations.
Internet / Mobile Applications

Allowed

Use of the Official Competition Marks for non-commercial purposes including without limitation for the provision of news and editorial purposes.

Not Allowed

(a) The Official Competition Marks may not be used as hyperlinks or shortcuts on the Internet.
(b) The Official Competition Marks including all intellectual property rights emanating from the tournament may not be used for any SMS, MMS and/or Mobile Application services.
(c) Use of the official get-up and/or look and feel of the tournament as part of the design and/or overall look of a website and/or mobile application.
Domain Names

Not Allowed

[a] Use of the Official Competition Marks including without limitation any derivations closely associated to the Official Competition Marks cannot be incorporated and used in domain names for websites. Eg: www.afcasiancup-travel.com;

[b] The Official Competition Marks and/or any intellectual property rights emanating from the AFC Asian Cup UAE 2019™ may not be used on any social media platform to create an official association to the AFC Asian Cup UAE 2019™ tournament.
Social Media

Allowed
Posting of editorial comments, retweets or sharing of official content relating to the Competition so long as there is no commercial association inferred from such postings.

Not Allowed
Editorial comments, retweets or sharing of official content by third party businesses.

Public Viewings

Not Allowed
As Public Viewings are subject to license by the AFC, no party shall be permitted to air any of the matches of the Competition whether in audio or visual form without the prior written authorisation of the AFC.
**Items of Clothing**

**Allowed**
1. National or Local Team Jerseys (with original sponsor branding of national/local team jersey)
2. Regular branded apparel

**Not Allowed**
1. Clothing with prominent third party branding;
2. Identical branded apparel used by a group of people (inferring a potential ambush marketing activity)
### Fan Items

#### Allowed

1. Country and team flags;
2. Hats, Clappers and any other fan items without branding.

#### Not Allowed

1. Flags and Banners with prominent third party branding;
2. Hats and Clappers or any other fan items with prominent third party branding;
FREQUENTLY ASKED QUESTIONS (FAQ)

AM I ALLOWED TO USE THE OFFICIAL MARKS

The Official Marks may only be used for commercial and/or promotional purposes by the AFC, AFC’s Commercial Rights Partners, LOC and entities which have been granted exclusive rights by the AFC.

Individuals who intend to use the Official Marks for non-commercial purposes e.g. for the provision of news, information and editorial purposes may proceed to do so in accordance to the provisions of these guidelines as well as the AFC’s Branding Guidelines, which are available on www.the-afc.com

CAN I PRODUCE AND DISTRIBUTE MERCHANDISE AND PRODUCTS BEARING THE OFFICIAL MARKS

Only the AFC, its Commercial Rights Partners and approved licensees may produce, sell and/or distribute products and merchandise bearing the Official Marks.

CAN I ORGANISE AND RUN PROMOTIONS IN CONJUNCTION WITH THE COMPETITION

No, the AFC must authorise any promotional and/or advertising activity related to the Competition.

CAN COMPETITION TICKETS BE USED AS A PROMOTIONAL PRIZE OR GIFT

No, only the AFC, its Commercial Rights Partners and the LOC may use tickets for promotional purposes. According to ticketing terms and conditions, tickets are for non-commercial use and may not be transferred for a premium or used for promotional and/or advertising purposes including without limitation as a prize for a competition without the approval of the AFC or the LOC.

CAN THE OFFICIAL MARKS BE USED ON A WEBSITE OR MOBILE APPLICATION?

Yes, it may be used on a website or mobile application provided that any such use shall be non-commercial in nature and solely for news, information and editorial purposes only, e.g. for the purpose of identifying articles and/or news coverage of the Competition. Such use must not appear in such a way as to suggest, endorse and/or infer an association to any third party, trade name and/or goods or services.
CONTACT INFORMATION

These public guidelines shall be updated periodically on www.the-afc.com. All enquiries relating to the use of the Official Competition Marks may be directed to rightsprotection@the-afc.com
THE AFC RIGHTS PROTECTION PROGRAMME:
AFC Asian Cup UAE 2019™ Public Guidelines