



LIDC Congress 2016

Sports and Intellectual Property Panel

Daniel Zohng
Senior Legal Counsel IP
FIFA





FIFA

General Information

What is the Fédération International de Football Association (FIFA)



- World governing body of association football
- Founded 1904 as an association according to Swiss law (art. 60 ff. of the Swiss Civil Code)
- As a non-profit organization FIFA is obliged to spend its income in line with its statutory objectives



To protect and develop the game



To promote football globally

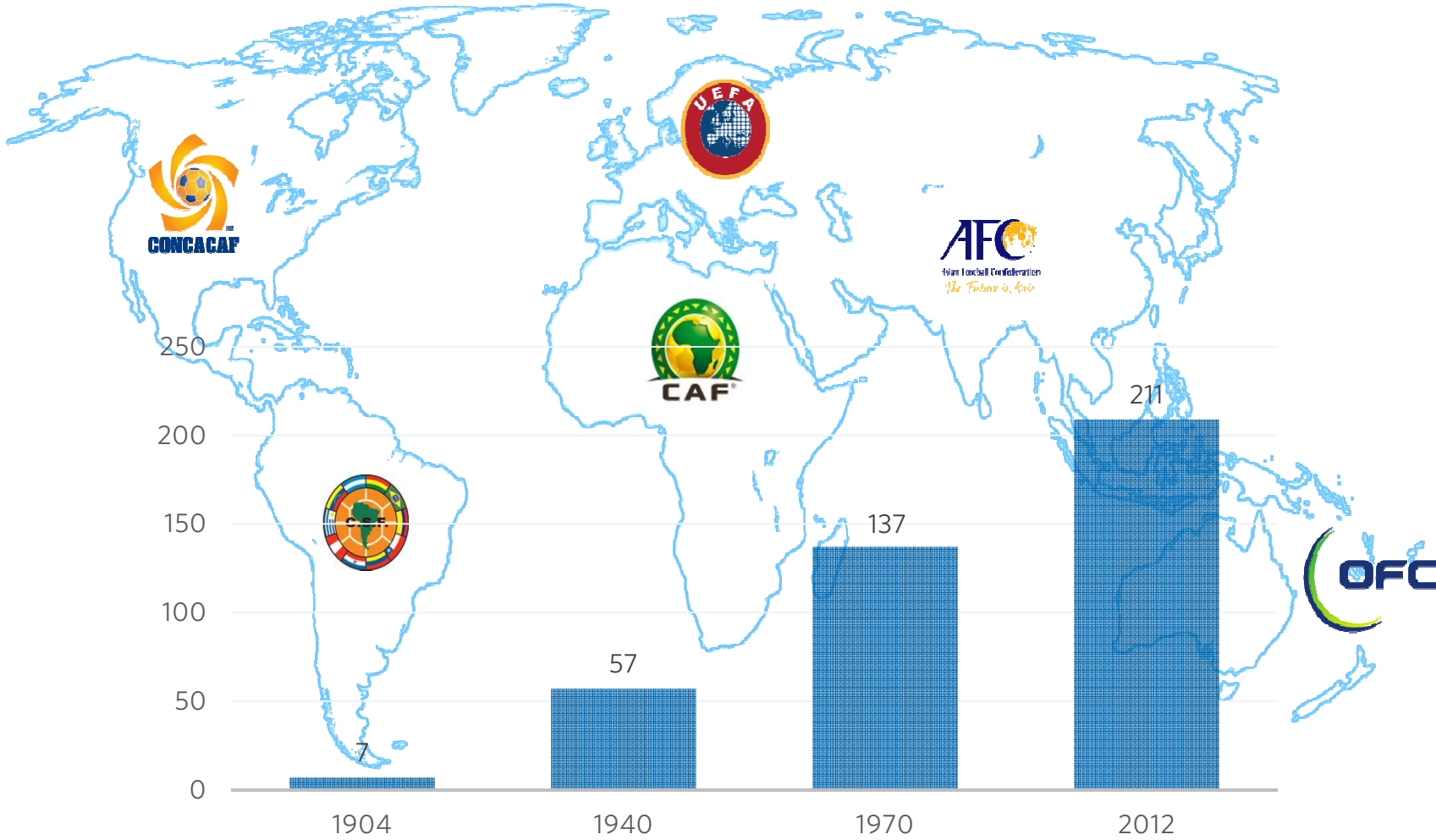


Laws of the Game



To organise its own international competitions

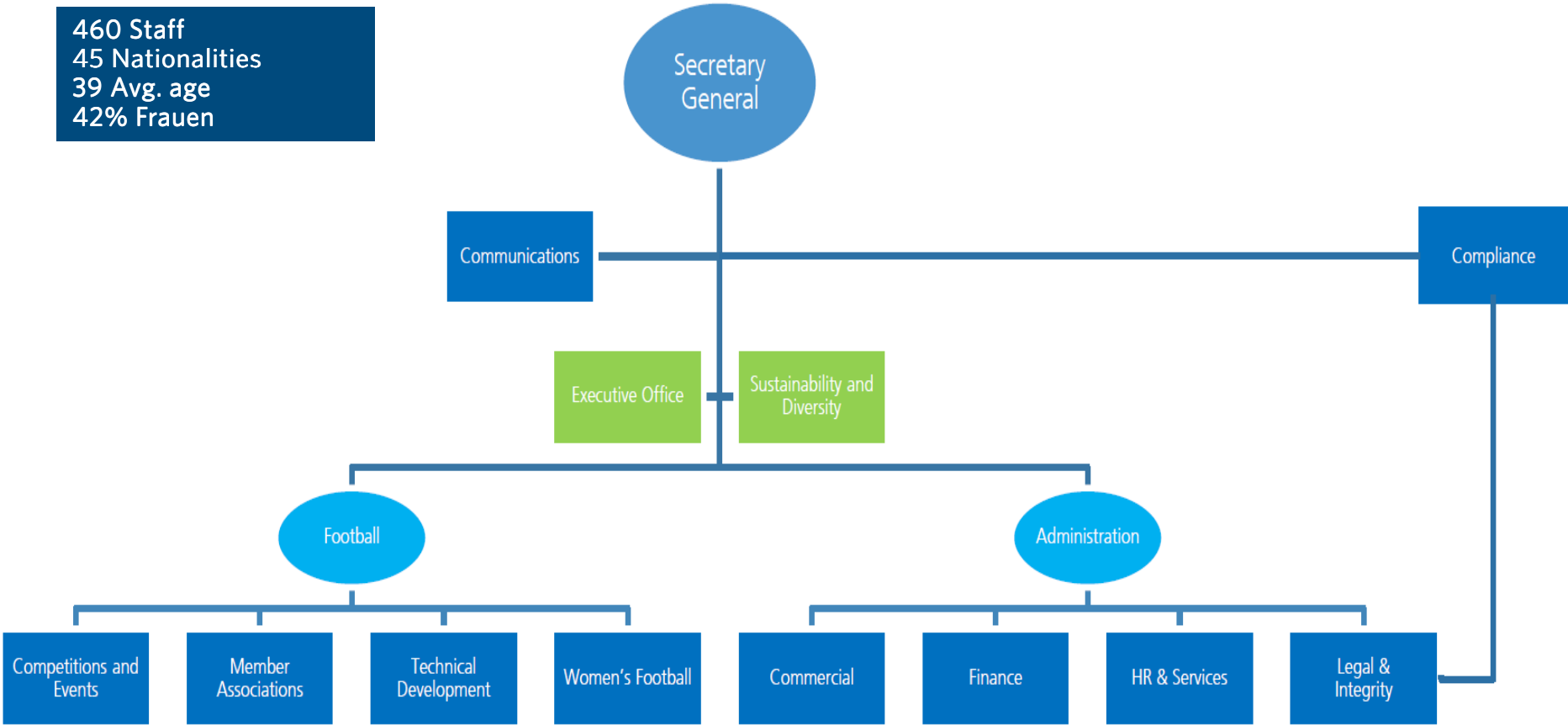
211 Member Associations grouped into six confederations



FIFA Organisational Chart



460 Staff
45 Nationalities
39 Avg. age
42% Frauen



FIFA
Commercial
Programme and
Sponsorship
Structure

IP Ownership and Exploitation



-
- ◆ FIFA is the owner of the world-wide IP and other commercial rights relating to itself and the FIFA competitions, e.g. the FIFA World Cup™
 - ◆ FIFA grants the exclusive marketing rights and benefits of its events to Official Partners/ Sponsors/ Licensees to finance:
 - ◇ FIFA administration
 - ◇ the staging of the FIFA tournaments
 - ◇ most importantly fulfilment of FIFA's statutory goals including its grass roots football and social development programs

FIFA's Commercial Programme - Two pillars



Broadcasting
and media
rights

Licensing

IP assets
(trademarks,
copyright, designs)
for purposes of brand
association,
promotion and retail

**FIFA Intellectual
Property Filing
Strategy and
Portfolio**

The FIFA IP Portfolio



-
- ◆ All IP exclusively owned by FIFA
 - ◇ Trademarks
 - ◇ Copyright
 - ◇ Designs
 - ◇ No Patents
 - ◆ Corporate marks
 - ◆ Event marks
 - ◆ Cause related marks – (social) development programs
 - ◆ Subsidiary marks, e.g. FIFA World Football Museum, FIFA TMS, EWS























Trademark Registrations



-
- ◆ Filing strategy strongly depends on the event
 - ◆ FIFA World Cup
 - ◇ 100 countries
 - ◇ Up to 38 classes of goods and services, in accordance with commercial affiliates' business activities
 - ◆ Customs registrations
 - ◆ Worldwide trademark monitoring

FIFA Event Calendar



Events and Host Jurisdictions								
Competition	Internal Abbreviation	2016	2017	2018	2019	2020	2021	2022
FIFA World Cup	FWC			 Russia				 Qatar
FIFA Confederations Cup	FCC		 Russia				TBA	
FIFA U-20 World Cup	FU-20 WC		 South Korea		TBA		TBA	
FIFA U-17 World Cup	FU-17 WC		 India		TBA		TBA	
FIFA Women's World Cup	FWWC				 France			
FIFA U-20 Women's World Cup	FU-20 WWC	 Papua New Guinea		 France		TBA		TBA
FIFA U-17 Women's World Cup	FU-17 WWC	 Jordan		TBA		TBA		TBA
FIFA Club World Cup	FCWC	 Japan	 UAE	 UAE	TBA	TBA	TBA	TBA
FIFA Futsal World Cup	FFWC	 Colombia				TBA		
FIFA Beach Soccer World Cup	FBSWC		 Bahamas		TBA		TBA	
Blue Stars / FIFA Youth Cup	BSFYC	 Switzerland	 Switzerland	 Switzerland	 Switzerland	 Switzerland	 Switzerland	 Switzerland
FIFA Interactive World Cup	FIWC	 NEW YORK, USA	TBA	TBA	TBA	TBA	TBA	TBA

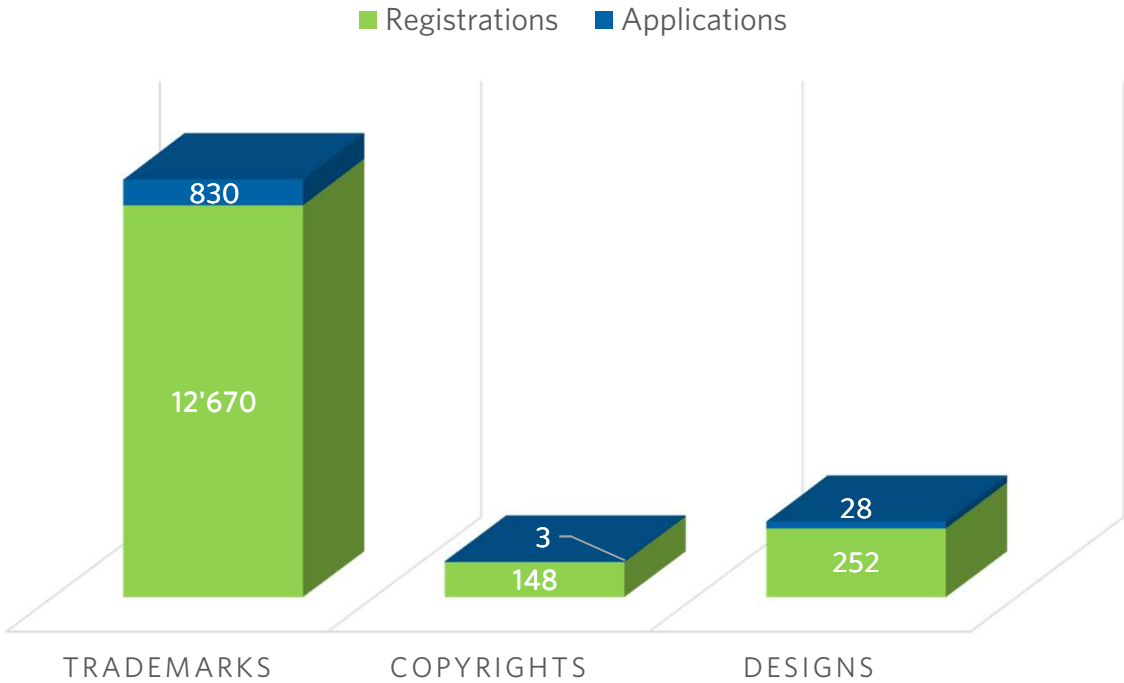
Commercial Affiliate Structure



The FIFA IP Portfolio

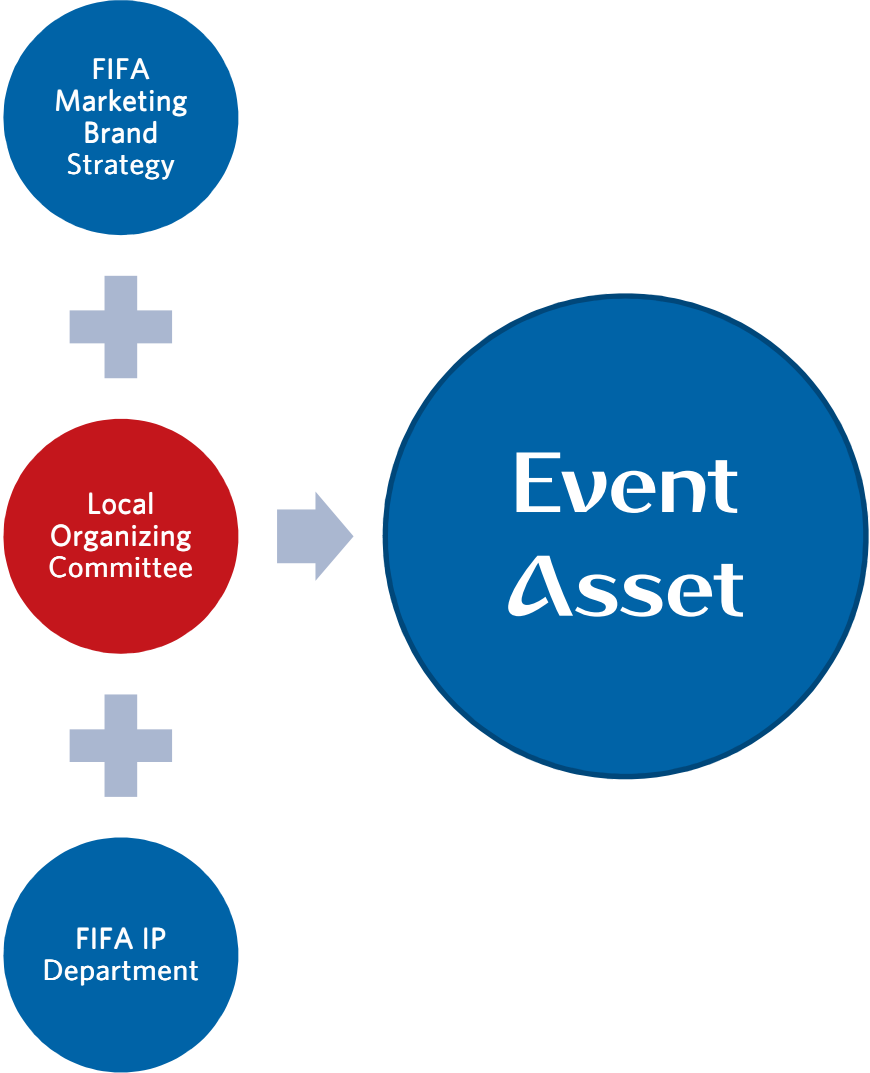


13'500 Trademark registrations/applications in **157 jurisdictions**
251 Copyrights in 12 jurisdictions
280 Designs in 6 jurisdictions



Asset Development

Event Asset Development Process



Event Assets – FIFA World Cup



- ◆ OFFICIAL EMBLEM
- ◆ OFFICIAL MASCOT
- ◆ OFFICIAL MASCOT NAME
- ◆ OFFICIAL POSTER
- ◆ OFFICIAL SLOGAN
- ◆ OFFICIAL LOOK
- ◆ FWC TROPHY
- ◆ WORD MARKS
- ◆ OFFICIAL TYPEFACE
- ◆ FIFA FANFEST
- ◆ HOST CITY POSTERS
- ◆ CSR CAMPAIGNS
- ◆ BID LOGO

**FIFA Marks
(assorted)**

FIFA Corporate Mark



FIFA®

FIFA World Cup Trophy



TM

FIFA Event Marks / Official Emblems / Trophy Shape

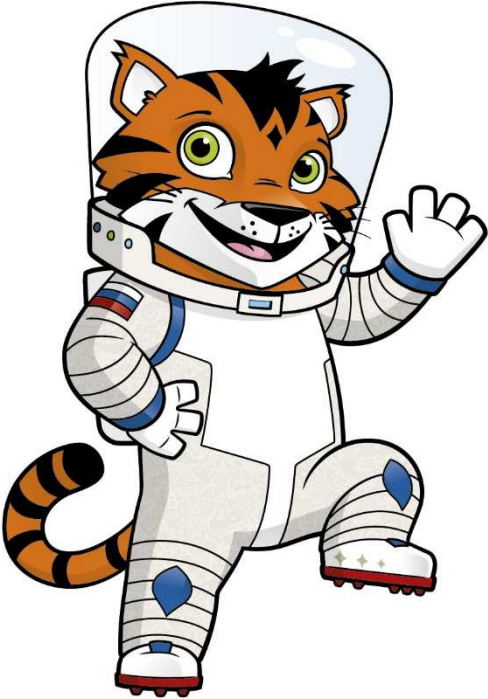


2018 FIFA World Cup Russia™ - Official Emblem



FIFA WORLD CUP
RUSSIA 2018

2018 FIFA World Cup Russia™ - Official Mascot



2018 FIFA World Cup Russia™ - Additional Marks



FIFA

ФИФА



FIFA WORLD CUP

RUSSIA 2018

Nizhny Novgorod 2018



Чемпионат мира по футболу FIFA

Россия 2018

Нижний Новгород 2018



**BIDDING NATION
RUSSIA**

КУБОК КОНФЕДЕРАЦИЙ

2018 FIFA World Cup Russia™ - Official Look



2018 FIFA World Cup Russia™ - Official Look Host Cities



Ekaterinburg



Kaliningrad



Kazan



Moscow



Nizhny Novgorod



Rostov-on-Don



Sochi



Samara



Saint Petersburg

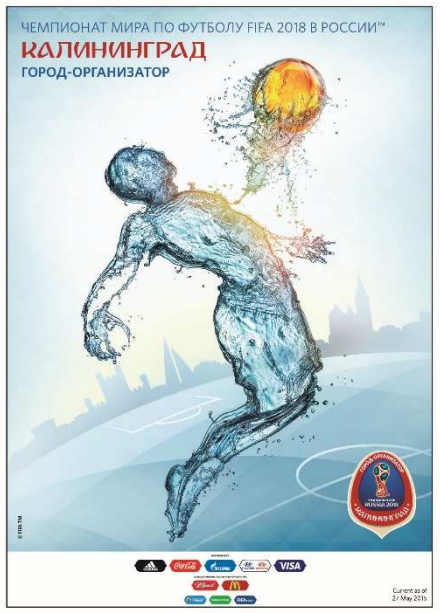
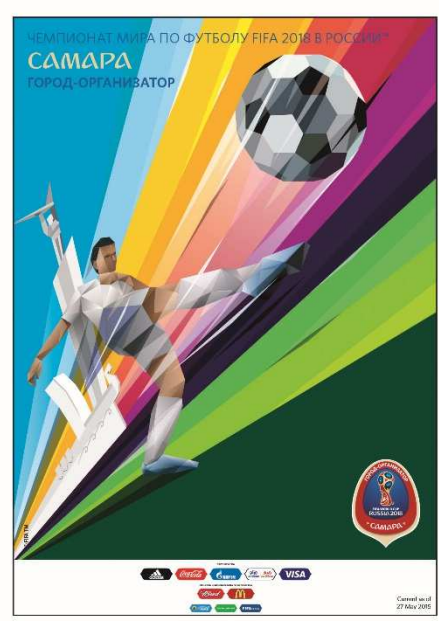
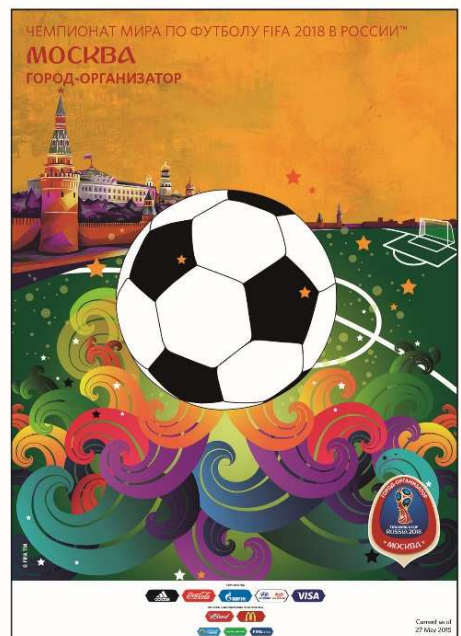


Saransk



Volgograd

2018 FIFA World Cup Russia™ - Official Host City Posters



2018 FIFA World Cup Russia™ - Official Typeface



DUSHA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ДУША

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНО
ПРСТУФХЦЧШЩЪЫЬЭЮЯ
0123456789



FIFA WORLD CUP
RUSSIA 2018

Thank You!



© FIFA