THE AFC RIGHTS PROTECTION PROGRAMME

AFC ASIAN CUP AUSTRALIA 2015™
PUBLIC GUIDELINES
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose of The AFC Asian Cup Australia 2015 Public Guidelines</td>
<td>1</td>
</tr>
<tr>
<td>The Official Competition Marks</td>
<td>2</td>
</tr>
<tr>
<td>AFC’s Commercial Rights Partners</td>
<td>4</td>
</tr>
<tr>
<td>Implementation of The Rights Protection Programme</td>
<td>5</td>
</tr>
<tr>
<td>Examples of Use (General Do’s and Don’ts)</td>
<td>6</td>
</tr>
<tr>
<td>Frequently Asked Questions</td>
<td>15</td>
</tr>
<tr>
<td>Contact Information</td>
<td>16</td>
</tr>
</tbody>
</table>
1

Purpose of The AFC Asian Cup Australia 2015 Public Guidelines

What is the AFC’s Commercial Rights Protection Programme?

AFC Asian Cup
The AFC Asian Cup™ is one of the largest single sports events in Asia and remains the continent’s flagship football tournament since its inception in 1956. Having developed in strength and commercial value with each passing edition, the tournament has become increasingly well-known, with the AFC Asian Cup™ brand garnering considerable value and goodwill not only within the region but also on an international spectrum.

ALOC
The Asian Football Confederation (AFC) together with the Local Organising Committee AFC Asian Cup Australia 2015 (ALOC) have made significant contributions to ensure the successful hosting, organizing and staging of the upcoming AFC Asian Cup Australia 2015™ tournament (Tournament) and have sought to engage the support of the AFC’s Commercial Rights Partners to add substantial value to the Tournament altogether. These contributions range from financial, value-in-kind and human resources support to the provision of infrastructure, logistics and security services.

Contributions
In view of the contributions provided by AFC’s Commercial Rights Partners, these entities in return are accorded exclusive rights to use the Official Competition Marks and infer an official marketing association with the Tournament. However, with the significant development of the Tournament, the number of unauthorized third parties and ambush marketers attempting to draw an association to the Tournament has increased in recent years.

Purpose
It is for this reason that the AFC together with the ALOC have developed the AFC Commercial Rights Protection Programme and these Public Guidelines to provide a framework for commercial bodies, non-commercial public bodies and the general public to recognize and identify all rights associated to the AFC and the Tournament to help combat any form of unauthorized use of the Official Competition Marks and association to the Tournament.
The Official Competition Marks And Protected Indicia

The AFC has developed and protected a variety of words, logos, emblems, designations, indicia, insignia and trade marks in relation to the Tournament (“Official Competition Marks”).

The Official Competition Marks include, without limitation:

The Official Emblem

The Official Mascot

Protected Indicia

Under the Major Sporting Events (Indicia and Images) Protection Act 2014 (Cth), the following protected indicia (as well as certain protected images) may only be used in Australia for commercial purposes (as that is defined in the Act), with the prior approval of the AFC:

AC2015
ASIAN CUP
AFC ASIAN CUP
ASIAN CUP 2015
ASIAN CUP AUSTRALIA 2015
AFC ASIAN CUP AUSTRALIA 2015
AFC ASIAN CUP 2015 QUALIFIERS
AFC ASIAN FOOTBALL CONFEDERATION
LOCAL ORGANISING COMMITTEE AFC ASIAN CUP AUSTRALIA 2015
The AFC reserves all rights in respect to the Official Competition Marks, which may only be used in accordance with the AFC’s branding guidelines and the AFC Commercial Rights Protection Program. Any unauthorized use of the Official Competition Marks may constitute an infringement of the AFC’s rights and may result in the commencement of legal proceedings against the infringing party.

*Kindly note that the above illustration(s) serve(s) as a non-exhaustive list of the intellectual property rights relating to the AFC Asian Cup Australia 2015™ tournament. For a complete list of the AFC’s trade mark(s), copyright, designs and protected images and indicia, kindly refer to IP Australia and the Major Sporting Events (Indicia and Images) Protection Act 2014 (Cth) or seek advice from local intellectual property lawyers.
AFC’s Commercial Rights Partners

Who are the AFC’s Commercial Rights Partners?

The AFC’s Commercial Rights Partners are entities that have been accorded the exclusive rights to use the Official Competition Marks and infer a direct marketing association with the Tournament.

The AFC’s Commercial Rights Partners include Official Sponsors, Official Supporters and Official Broadcast Licensees.

The AFC’s Commercial Rights Partners for the Tournament include, without limitation, the following:

Official Sponsor(s)

- Continental
- SAISON CARD
- Emirates
- EPSON
- KIRIN
- KONICA MINOLTA
- Samsung
- TOSHIBA
- TOYOTA

Official Supporter(s)

- Asahi
- FamilyMart
- HYUNDAI
- Inakita
- Nike
- Nikon

Accredited National Partners

- FOX
- Match Point
- TICKETEK
- News Corporation
implementation of the rights protection programme

how are the tournament rights protected and implemented?

The AFC is desirous to protect all rights relating to the Tournament by working together with the ALOC, relevant authorities (including government and enforcement officials), its Commercial Rights Partners and the community to combat any unauthorized and wrongful use of the rights relating to the Tournament.

Being held in Australia, the Official Competition Marks are protected by a range of Australian Commonwealth and State legislation which affords protection against the unauthorized use of identical reproductions and/or confusingly similar variations and/or modifications of the Official Competition Marks. These legislations include the Trade Marks Act 1995 (Cth), the Copyright Act 1968 (Cth), the Designs Act 2003 (Cth), the Australian Consumer Law Act, the Major Sporting Events (Indicia and Images) Protection Act 2014 (Cth) as well as the common law action of passing off.

In particular, the AFC and ALOC have been working with the Australian Commonwealth Government and Australian Customs on the seizure of any unauthorized goods bearing Official Competition Marks which may be imported into Australia in the lead up to and during the Tournament.

In addition, the AFC and the ALOC have been working with the State and Territory Governments of New South Wales, Victoria, Queensland and Australian Capital Territory on the activation and enactment of special purpose major events legislation to further protect the AFC’s commercial rights in those States and Territories.

The AFC and ALOC have also developed strategies to combat any issues that may arise in relation to the unauthorized use of the Official Competition Marks or ambush marketing through a range of initiatives, including contractual prohibitions, pre-event education and public relations initiatives as well as on-site policing.

This also includes the creation of controlled access sites which restricts access to certain defined areas to those who have been authorized by the AFC and the establishment of commercially clean sites which are free from any advertising and/or commercial signage not related to the Tournament and the AFC Commercial Rights Partners.

The successful implementation of these initiatives will not only be of benefit to the AFC, the ALOC and the AFC’s Commercial Rights Partners, but will also protect the Tournament brand and all rights relating to the Tournament as a whole.
Examples of Use (General Do’s and Don’ts)

In an attempt to eliminate any form of unauthorized use of the Official Competition Marks by third party entities, the AFC has compiled the following examples to serve as a guideline to the public in identifying any unauthorized use and marketing associations and actions which may be deemed unlawful in respect to the Tournament.

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

Not Allowed
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.
C 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 Australia-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.
E 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 Australia 2015 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.
H Domain Names / Social Media

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 Australia 2015 may not be used on any social media platform to create an official association to the AFC Asian Cup Australia 2015 tournament.
Frequently Asked Questions (FAQ)

**Am I Allowed To Use The Official Competition Marks?**

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

Individuals who intend to use the Official Competition Marks for all non-commercial related purposes including without limitation for the provision of news, information and editorial purposes may proceed to do so in accordance to AFC’s Branding Guidelines (which are available upon request from rightsprotection@the-afc.com).

**Who Can Produce and Distribute Merchandise and Products Bearing The Official Competition Marks?**

Only Commercial Rights Partners appointed by AFC for the Tournament may produce, sell and/or distribute products and merchandise bearing the Official Competition Marks.

**Can I Organise and Run Promotions In Conjunction With The Tournament?**

No, the AFC must authorize any promotional and/or advertising activity related to the Tournament. Only the AFC’s Commercial Rights Partners have the right to associate themselves with the Tournament.

**Who Can Use Official Designations Associated With Tournament?**

Only the AFC’s Commercial Rights Partners and other persons authorized by the AFC are entitled to use an official designation related to the Tournament.

**Can AFC Asian Cup Australia 2015 Tickets Be Used as a Promotional Prize Or Gift?**

No, only the AFC’s Commercial Rights Partners and the ALOC may use tickets for advertising and promotional purposes pursuant to the rights accorded to them by the AFC. According to ticketing terms and conditions, tickets are for the non-commercial use of ticket holders 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 ALOC.

**Can The Official Competition 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 Tournament. 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