

Farisha Constable  
Brand Protection Manager

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 Abstract blue geometric shapes on a white background, resembling fragments of the London 2012 logo.

**Overview:**

- The Power of the brand
- Making the brand accessible
- Brand Protection
- Vancouver 2010

 Two male athletes celebrating on a podium, one with arms raised.

**The Power of the brand**

 The Olympic rings and the Paralympic logo.

 A Paralympic athlete in a red and green suit performing a start on a sled.

**A flexible, accessible brand**

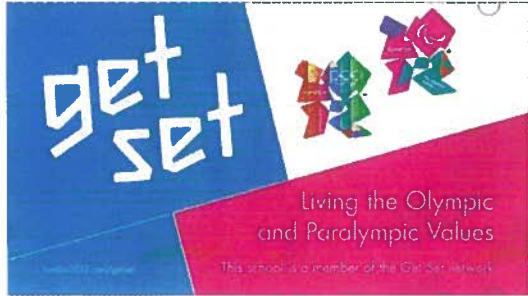
 A collage showing the London 2012 logo on a mobile phone, a jacket, a flag, and a field of flowers.

**Brand use by non-commercial partners**

 Logos for dcms (department for culture, media and sport), host government department, and the London 2012 logo.

 A blue flag with the London 2012 logo and the text "Westborough" flying in front of a building.

**Get Set Schools' Network**



**Inspire**



**Brand Protection - What are we protecting?**



The Olympic and Paralympic mottos  
"London 2012" - "2012" - "Olympic" - "Paralympic" - "Olympian" - "Paralympian" - "Olympiad" - "Paralympiad"  
Mascots, Pictograms (in due course)  
Also need to prevent any unauthorised commercial association – whether using our "protected marks" or not

**How do we protect the brand?**

**1. Education**

[www.london2012.com/brandprotection](http://www.london2012.com/brandprotection)



**2. Existing Laws – Trade Marks , Copyright, Designs**

**Official London 2012 Badge**



**Counterfeit London 2012 Badge:**



**Counterfeit Merchandise Cont.**



**3. Contractual clauses:**

No marketing rights clauses:

All London 2012 supply contracts:

Prohibit suppliers marketing their involvement in the Games:

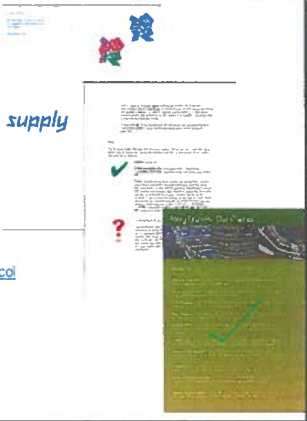
- No advertising
- No use of logos
- No press releases etc...

Suppliers Protocol:  
[www.london2012.com/suppliersprotocol](http://www.london2012.com/suppliersprotocol)

Exceptions...

- client lists
- pitch/tenders
- case studies

Publicising the business benefits



**4. Working with others**


- Sponsors & Licensees
- Stakeholders
- Industry groups
- HMRC
- Trading Standards
- Metropolitan Police



**5. Special Statutory Protection**

*The Olympic Symbol etc (Protection) Act 1995*


*The London Olympic Games and Paralympic Games Act 2006*



**Olympic Symbols etc (Protection) Act 1995 ("OSPA")**

OSPA protects

- Olympic & Paralympic Symbols and Mottos
- The words: Olympic(s); Olympian(s); Olympiad(s); Paralympic(s); Paralympian(s); Paralympiad(s);
- Anything similar to any of the above



**London Olympic Games and Paralympic Games Act 2006**

Advertising & street trading regulations

Ticket touting offences

London Olympics Association Rights (LOAR)



**Advertising & Street Trading Regulations**

- Framework for regulations restricting
- advertising and
- street trading
- in the vicinity of London Olympic events






**Current status – working with DCMS and ODA to:**

- Draft Regulations
- Define Vicinity
- Develop enforcement plans

**Timelines**

- Summer 2010 – consultation
- Winter 2010 – Regs laid before Parliament
- ODA give 6 months' notice
- Regulations in force for test events



**Ticket Touting**

2006 Act creates crime of selling an Olympic ticket in the course of a business or in a public place without LOCOG's authorisation

"Olympic ticket" – will cover tickets for London 2012 cultural events and test events


"Selling a ticket" – will include an offer/advertisement for sale and tickets sold as part of a "package" deal

"Course of business" – makes, or aims to make, a profit

Advertisers

Internet communication/data storage service defence

Penalty – Level 5 fine



**The London Olympics Association Right**

Prevents unauthorised associations with the London Olympic Games and/or Paralympic Games

Any "representation" – a word, image, sound etc - may suggest an association with the Games

**BUT**

A court may take into particular account use of "listed expressions"


- eg 2012 Games, London Games, 2012 Gold Medals

**Key question: Has an association been created with The London 2012 Games?**




**Illustrated Examples**



**OK**



**NOT OK**



**Vancouver 2010**

**The limits of the law**

There are some things the law won't stop:

Editorial use:

- reporting on or provision of information
- sponsored supplements

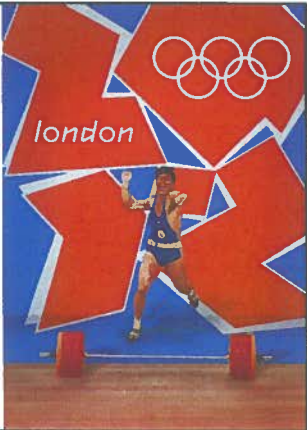
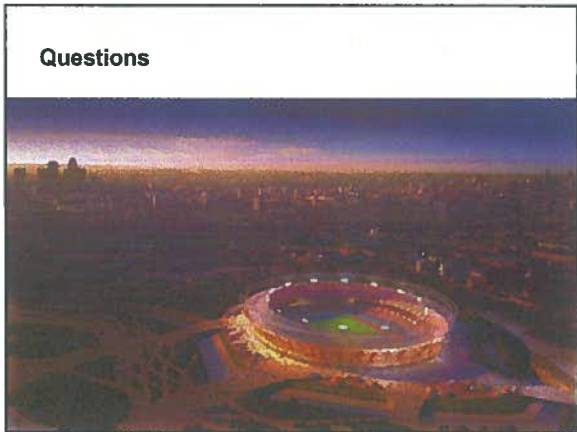
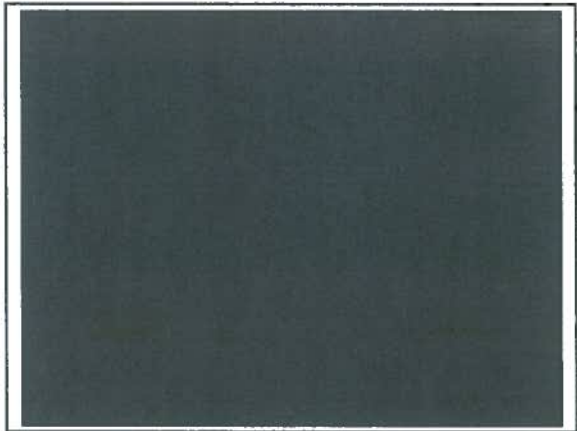
Honest statements of fact

Use which is not 'in the course of trade'

Pre-1995 use of the word "Olympic" etc

- Little Chef Olympic Breakfast

Associations with London 2012 established prior to April 2006

Thank you

Farisha.constable@london2012.com

020 3 2012 079



Workwide partners



Official partners



Official supporters



Official suppliers and providers

Airwave, Atkins, Boston Consulting Group, Crystal CG, Freshfields, Bruckhaus Deringer LLP, GlaxoSmithKline, Gymnova, Holiday Inn, John Lewis, McCann Worldgroup, Next, Nielsen, Populous, Ticketmaster, Trident

