



**AFC U17
ASIAN CUP™
THAILAND 2023**

**THE AFC RIGHTS
PROTECTION PROGRAMME**

**AFC U17 Asian Cup™ Thailand 2023
Public Guidelines**



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THAILAND 2023**

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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 U17 Asian Cup™ Thailand 2023

The AFC U17 Asian Cup™ 2023 will be held from 15 June 2023 until 2 July 2023 in Thailand. The AFC has appointed the Football Association of Thailand (FAT) as host of the AFC U17 Asian Cup™ 2023 ("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 AFC competitions 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 U17 Asian Cup™ Thailand 2023

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 Thai 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 U17 ASIAN CUP™ THAILAND 2023

Official Logo



Official Trophy



Official Competition Look & Feel Element



Official Typeface

Noto Sans Bold
Noto Sans Medium
Noto Sans Regular
Noto Sans Light

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

AFC Corporate Logo



- 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 Global Partners



Official Global Supporters



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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 an intellectual property lawyer.

A Advertisements & Promotions



Allowed

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



Not Allowed

- (i) Advertisements and promotional materials incorporating the use of any Official Marks and/or any intellectual property rights relating to the AFC and/or Competition;



Not Allowed

- (ii) Any form of promotion relating to the Competition including without limitation ticket promotions and/or promotional activities/events which are not organised and/or endorsed by the AFC or LOC;



Not Allowed

- (iii) Any contests, games and/or lotteries which incorporates the use of the Official Marks or any of the AFC's rights or are organised in connection with the Competition without the authorisation of the AFC.

B Products and Services



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 relating to the AFC and/or Competition on any products or services.

C 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 relating to the AFC or Competition used for store designs and/or decorations.

D Domain Names / Social Media



Not Allowed

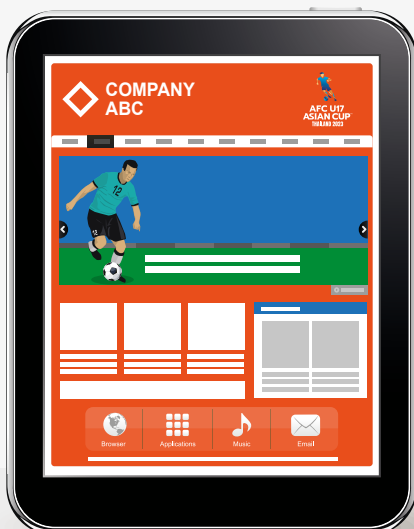
- (i) Use of the Official Competition Marks including without limitation any derivations closely associated to the Official Competition Marks cannot be incorporated and used in domain names for websites. E.g. ***www.afcu17asiancup-travel.com***;
- (ii) The Official Competition Marks and/or any intellectual property rights relating to the Competition may not be used on any social media platform to create an official association to the Competition.

E Internet / Mobile Applications



Allowed

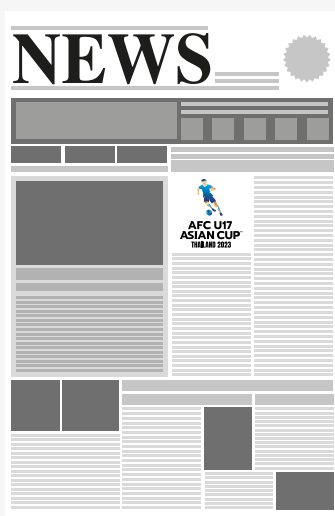
Use of the Official Competition Marks for non-commercial purposes including without limitation for the provision of news and editorial purposes



Not Allowed

- (i) The Official Competition Marks may not be used as hyperlinks or shortcuts on the Internet;
- (ii) The Official Competition Marks and/or any intellectual property rights relating to the Competition may not be used for any SMS, MMS and/or Mobile Application services.
- (iii) Use of the official get-up and/or look and feel of the Competition as part of the design and/or overall look of a website and/or mobile application.

F Social Media and Hashtags



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, using any hashtags relating to the Competition and/or the AFC for e.g., #asiancup, #afcu17asiancup and #asianu17cupThailand, retweets and/or sharing of official content by third party businesses.

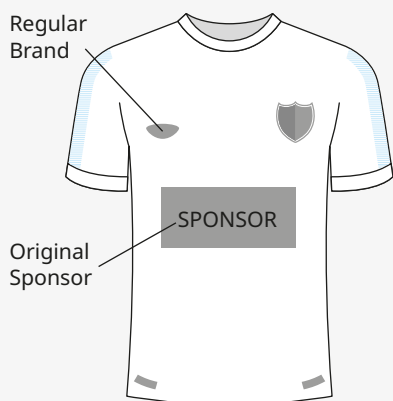
G Public Viewings



Not Allowed

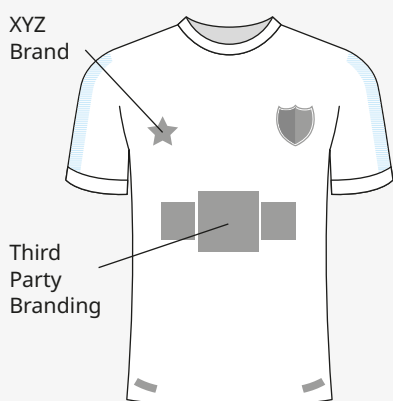
As Public Viewings are subject to license by the AFC, no party shall be permitted to air any of the matches of the Competition whether in audio or visual form without the prior written authorisation of the AFC.

H Items of Clothing



Allowed

- (i) National or Local Team Jerseys (with original sponsor branding of national/local team jersey).
- (ii) Regular branded apparel .



Not Allowed

- (i) Branded costumes;
- (ii) Identical branded apparel used by a group of people (inferring a potential ambush marketing activity).

J Fan Items



Allowed

- (i) Country and team flags;
- (ii) Hats, Clappers and any other fan items without branding.



Not Allowed

- (i) Flags and Banners with branding;
- (ii) Hats and Clappers or any other fan items with branding.

FREQUENTLY ASKED QUESTIONS

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.

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CONTACT INFORMATION

All enquiries relating to these Public Guidelines or use of the Official Marks can be directed to rightsprotection@the-afc.com



Asian Football Confederation

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