



THE AFC RIGHTS PROTECTION PROGRAMME

AFC WOMEN'S ASIAN CUP JORDAN 2018™
PUBLIC GUIDELINES

ONE ASIA ● ONE GOAL





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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 Women's Asian Cup Jordan 2018

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

The competition has grown in strength and commercial stature since its inception in 1975 and has become increasingly well-known with its brand garnering considerable value and goodwill on an international spectrum.

With the upcoming edition of the competition expected to be held in April 2018 in Jordan, the AFC has appointed the Jordan Football Association (JFA) as host of the AFC Women's Asian Cup Jordan 2018 ("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

About the AFC Rights Protection Programme and Public Guidelines

In view of the significant growth in the Competition brand, the AFC has had to manage and deal with an increasing number of infringement related matters ranging from unauthorised use and association of its assets to ambush marketing activities.

The AFC Rights Protection Programme was developed by the AFC with the aim of eliminating such matters and ensuring the safeguard and protection of all commercial rights relating to its competitions in line with its commitment to all relevant stakeholders of the Competition.

In so enforcing, the AFC together with the LOC have developed these Public Guidelines to provide a framework for commercial bodies, non-commercial public bodies and the general public to identify and recognize the rights owned by and associated to the AFC and Competition to help combat any unauthorised use and association of all rights and assets relating to the AFC and Competition.

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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 relating to the Competition ("Official Competition Marks").

The Official Competition Marks include, without limitation:

The Official Logo



The Official Look & Feel Element



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 Jordan for commercial purposes (as that is defined in the Act), with the prior approval of the AFC:

AFC WOMEN'S ASIAN CUP JORDAN 2018
AFC WOMEN'S ASIAN CUP
WOMEN'S ASIAN CUP
ASIAN WOMEN'S CHAMPIONSHIP 2018
WOMEN'S ASIAN CUP 2018
AFC WOMEN'S CHAMPIONSHIP
WOMEN'S FOOTBALL CHAMPIONSHIP
AFC
ASIAN FOOTBALL CONFEDERATION
LOCAL ORGANISING COMMITTEE AFC WOMEN'S ASIAN CUP JORDAN

Corporate Logo



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 unauthorised 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 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*

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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 Competition.

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

The AFC's Commercial Rights Partners for the Competition include:

Official Sponsor(s)



Official Supporter(s)



Official Timekeeper



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Implementation of the Rights Protection Programme

The AFC has been developing certain strategies and action plans in ensuring the smooth implementation of the Programme together with the support of JFA, the LOC and Jordanian 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.

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 Competition and the AFC Commercial Rights Partners.

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 protect the Competition brand and all rights relating to the Competition as a whole.

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Examples of Use (General Do's and Don'ts)

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

Please be mindful that the list provided only includes some of the more common examples of unauthorised use 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 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 AFC and/or Competition;



Not Allowed

- (b) Any form of promotion including without limitation ticket promotions and/or promotional competitions which are not organised and/or endorsed by the AFC or LOC;



Not Allowed

- (c) Any contests, games and/or lotteries which incorporates the use of the Official Competition Marks or any of the AFC's rights.

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.

D Company/Business Names



Allowed

A general football-related OR China-related business name may NOT create an Unauthorised Association (provided it is not used together with AFC U-23 Championship™ 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 relating to the AFC and/or Competition on any items of merchandise.

F 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 Competition on in-store designs and/or decorations.

G 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 and/or any intellectual property rights relating to the Competition 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 Competition 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. E.g. www.womensasiancup-travel.com;
- (b) 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.

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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, LOC 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 e.g. 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 the AFC for the Competition may produce, sell and/or distribute products and merchandise bearing the Official Competition 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. Only the AFC's Commercial Rights Partners have the right to associate themselves with the Competition.

Who Can Use Official Designations Associated With The Competition?

Only the AFC's Commercial Rights Partners and other persons authorised by the AFC are entitled to use an official designation related to the Competition.

Can Competition Tickets Be Used As A Promotional Prize Or Gift?

No, only the AFC's Commercial Rights Partners and the LOC 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 LOC.

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 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

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 Women's Asian Cup Jordan 2018 Public Guidelines





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