

# FIFA Brand Protection

## World Association for the Development of Philately – Annual Meeting

St. Petersburg

June 7, 2018



FIFA WORLD CUP  
RUSSIA 2018



# Agenda



- 
1. FIFA Philatelic – Programme Background
  2. FIFA Brand Protection Introduction & Setup
    - ✧ FIFA Brand Protection
    - ✧ FIFA Intellectual Property for the 2018 FWC Russia
    - ✧ FIFA Brand Protection Approach
  3. Reporting Infringement to FIFA
  4. Recent Cases and Statistics

# FIFA Philatelic Programme - Background

# FIFA Philatelic Programme: background



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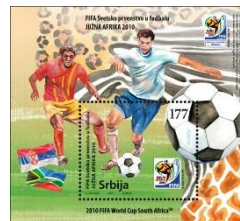
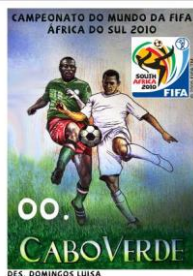
- ✦ 2004/2005: FIFA Centennial philatelic programme.
  - ✧ Usage of the FIFA assets for «free»
- ✦ 2006 FIFA World Cup Germany™: Philatelic programme which continued the momentum of the Centennial programme
- ✦ 2010 FIFA World Cup South Africa™: Duplication of the previous model
- ✦ 2014 FIFA World Cup Brazil™: New business model implemented. Host country program and an international program managed by Bolaffi
- ✦ 2018 FIFA World Cup Russia™: Host country program and an international program managed by Bolaffi



# 2010 FIFA World Cup South Africa™



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FIFA WORLD CUP





# 2018 FIFA World Cup Russia™



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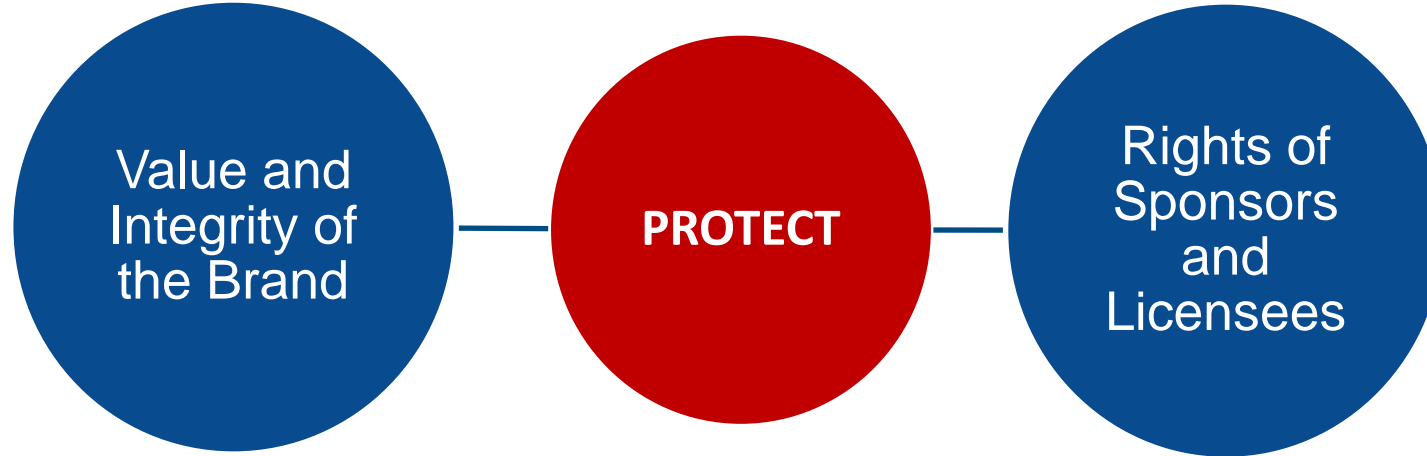




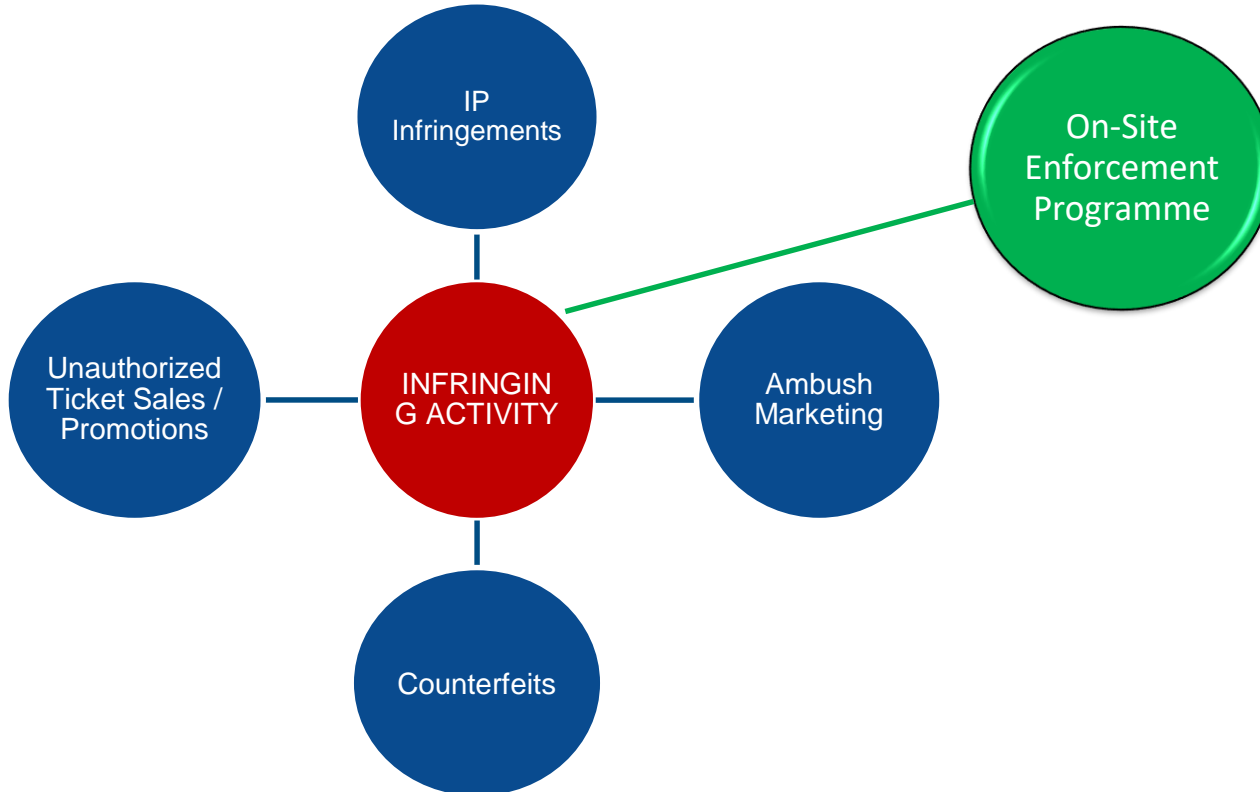
# Introduction to FIFA Brand Protection



# Why does FIFA engage in Brand Protection



# What is the focus of Brand Protection



# IP Infringement

## ✦ Use of FIFA's trademarks, copyrights and designs

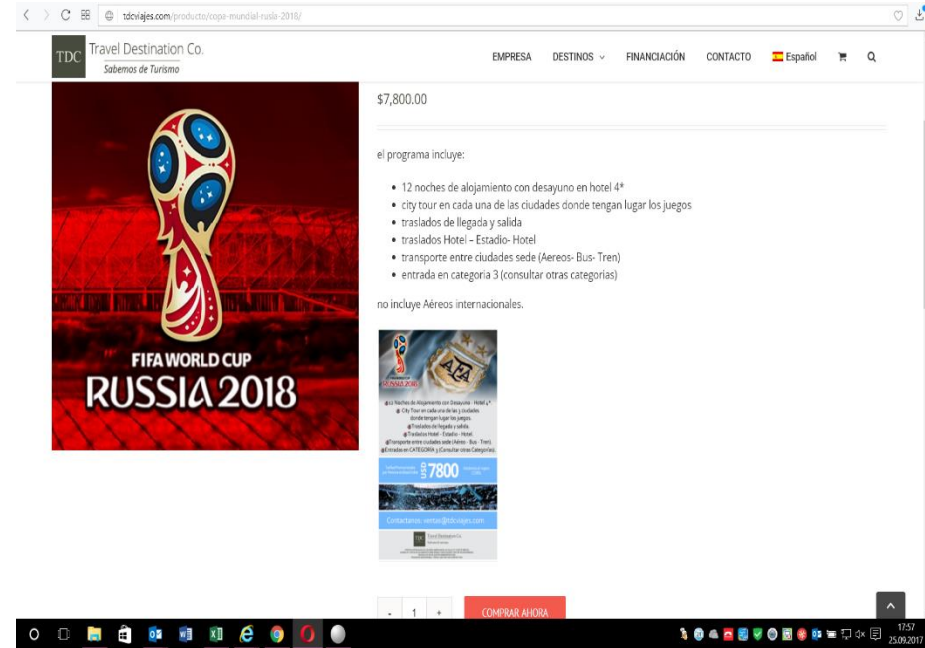


# Counterfeit Products





# Unauthorized Ticket Sales



tdviages.com/productos/copa-mundial-rusia-2018/

**TDC** Travel Destination Co.  
Sabemos de Turismo

EMPRESA DESTINOS FINANCIACIÓN CONTACTO Español

**\$7,800.00**

el programa incluye:

- 12 noches de alojamiento con desayuno en hotel 4\*
- city tour en cada una de las ciudades donde tengan lugar los juegos
- traslados de llegada y salida
- traslados Hotel - Estadio- Hotel
- transporte entre ciudades sede (Aereo- Bus- Tren)
- entrada en categoría 3 (consultar otras categorías)

no incluye Aéreos internacionales.

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RUSSIA 2018**

**7800**

CONTACTAR: [ventas@tdviages.com](mailto:ventas@tdviages.com)

**COMPRAR AHORA**

11:57 25.09.2017

# Brand Protection Team



## Cooperation/Support by

- Worldwide Network of Counsel
- Other FIFA Depts (Marketing, etc.)
- Enforcement Authorities
- LOC
- Host City / BPR Coordinator



**Daniel Zohny**  
Head of IP



**Anna Toledo**  
Legal Counsel  
BRP  
(Americas,  
Middle East,  
BL cases)



**Emma Vaso**  
Senior Manager  
BRP  
(Asia, Europe,  
Oceania)



**Jana Poldauf**  
Case Manager  
BRP  
(Africa, internet  
monitoring)



**Alexandra  
Ryabchikova**  
Case Manager  
BRP (Russia and  
CU)



**Alexey Shvetsov**  
Legal Counsel  
BRP (Russia and  
CU)



**FIFA WORLD CUP**  
**RUSSIA 2018**

**FIFA**  
**Intellectual Property**

# FIFA Intellectual Property

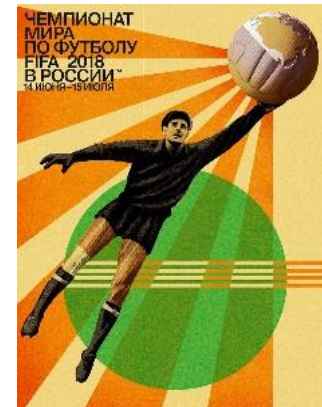


**FIFA**  
**ФИФА**

**FIFA World Cup**

**Чемпионат мира по футболу FIFA**

**Чм 2018**



2018 FIFA WORLD CUP RUSSIA™  
**SARANSK**  
HOST CITY

**RUSSIA**

**2018**  
**Россия 2018**

**DUSHA**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789





# 2018 FIFA World Cup™ Marks



Official Emblem	Official Logotype	Official Look
Official Trophy	Official pattern	Official Licensed Product Logo
Official Mascot	Official Poster	Additional Graphic Elements

# FIFA Intellectual Property



- ◆ FIFA owns all copyrights in the visual brand assets
- ◆ Extensive trademark protection via registrations around the world
- ◆ Overall portfolio approx. 12000 registration spanning countries
  - ✧ 2018 FIFA World Cup brand main assets such as Official Emblem and Official Mascot registered in over 100 countries



How FIFA  
approaches  
Brand Protection

# Communication - Awareness / Educational measures

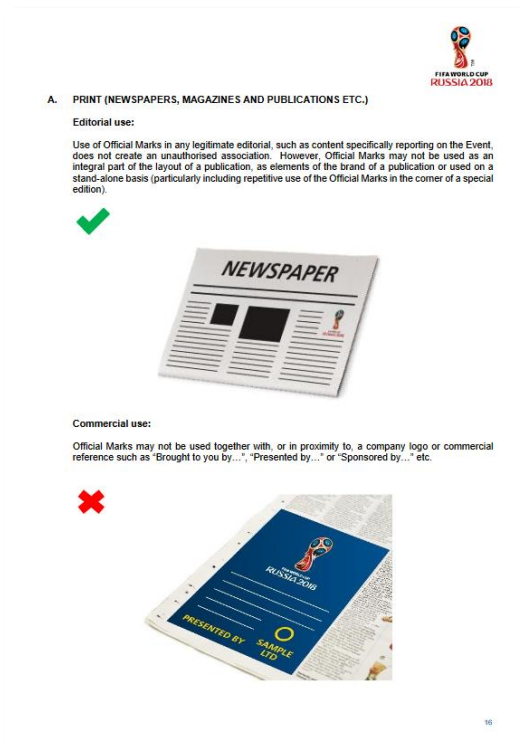
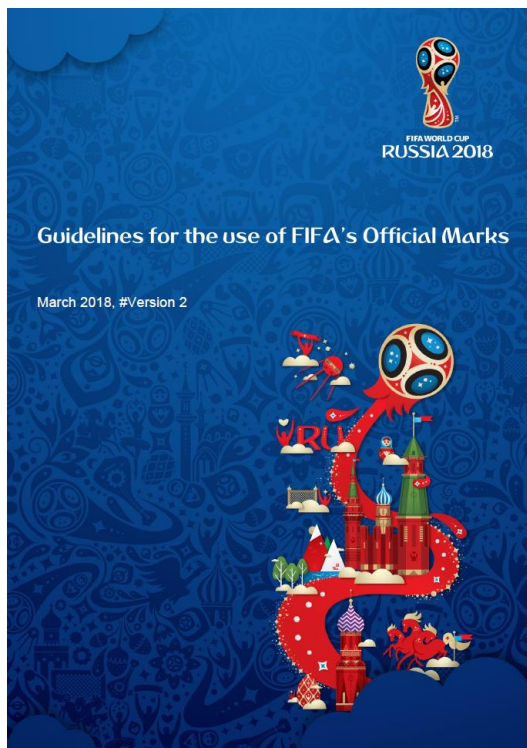


- ◆ From experience a large number of infringements are the result of lack of knowledge of restrictions
  - ✧ Provide informational and educational Material
  - ✧ [fifa.com/brandprotection](http://fifa.com/brandprotection) - Public Guidelines for Use of FIFA's official Marks update
  - ✧ Russia: Regular meetings National Rights Protection Committee incl. all governmental stakeholders - Regular Customs and Police trainings
  - ✧ Presentations at industry conferences and seminars / articles in trade publications
  - ✧ Cooperation with trade associations and consumer protection agencies
  - ✧ Pre-emptive letters to select competitors as provided by Sponsors and Licensees



# Awareness campaign – Public Guidelines

## Updated March 2018





Andrei Kashevarov: the approach to the consideration of cases of violation of the property rights of FIFA should be the same

19.02.18, 09:30



The network of Samara kiosks illegally sold souvenirs with FIFA symbols

15.01.18, 10:12



FAS has stopped the illegal use of the FIFA symbols in the advertising of the beer "Afanasy Marochnoe"

12/01/17, 14:04



Andrei Kashevarov held a regular meeting of the Committee for the Protection of Property Rights FIFA

11.30.17, 17:55



The illegal use of the FIFA 2018 football symbols is unacceptable

08/29/17, 11:31



M.Video and a number of organizations are warned for the illegal use of FIFA symbols

07.08.17, 13:22



In St. Petersburg, the first fact of the illegal use of the symbols of the Confederations Cup 2017

06/26/17, 17:10



Andrei Kashevarov held a meeting of the Committee for the Protection of Property Rights FIFA

06/07/17, 18:24



"Saratovskiy" distillery violated the order of using FIFA symbols

07.06.17, 11:59



Administration of Zelenograd GO fulfilled the warning of OFAS

05/29/17, 12:24



The administration and the committee for the construction of the Zelenograd GO violated the rights of FIFA



Andrei Kashevarov held a regular meeting of the Committee for the Protection of Property Rights FIFA

# Surveillance



- ◆ Monitoring Marketplace for Infringements / Violations
  - ◇ Worldwide trademark watching service
  - ◇ Worldwide customs surveillance
  - ◇ Internet monitoring service for commercial websites, online marketplaces and social media
  - ◇ Reporting of cases by Commercial Affiliates, LOC, Host Cities / BPR Coordinators, Authorities, external counsel network
  - ◇ On-site BRP patrols during events

# Customs Information

- Registration of trademarks with customs authorities in key countries
- Customs trainings
- Information packets for product authentication
- Including information on FIFA licensees



**OFFICIAL FIFA MARKS AND TERMS OF 2018 FIFA WORLD CUP™**

**FIFA**

OFFICIAL FIFA LOGO 2018 FIFA OFFICIAL EMBLEM 2018 FIFA OFFICIAL TROPHY 2018 FIFA OFFICIAL MASCOT

★ RUSSIA 2018™ / ZABIVARA™ (OFFICIAL MASCOT NAME) / WORLD CUP 2018™ ★

**IDENTIFICATION OF OFFICIAL LICENSED PRODUCTS (OLP)**

**MUST INCLUDE:**

A. One of the following OFFICIAL LOGOS:  
For FIFA WORLD CUP-related products (in English or Russian)

For non-FIFA WORLD CUP-related products (i.e. Panini 365, EA FIFA 17 game etc.)

For FIFA Quality Concept Programme products (footballs and turf-related etc.)

B. One of the following FIFA COPYRIGHT STATEMENTS:  
• Official Licensed Products relating to any FIFA Event (in English or Russian)

• FIFA Copyright Statement – used when OLP not connected to any FIFA Event

C. SECURITY HOLOGRAM:  
These holograms are applied to the products or the packaging/hangtags, where space permits. It is important to note that the hologram may be applied to the product/packaging after it has arrived in the country where it will be sold and not always in the place of manufacture.

D. The VISA ACCEPTANCE MARK:  
Please note the Russian version is to be used by Russian Licensees.

For more information please visit [www.fifa.com](http://www.fifa.com) or contact FIFA's legal representative in China

**VISA** **VISA**

MADE & FOUNTAIN PRECLAIMERS  
Wu Xiang Jun  
Tel: +86 28 6235 1486  
Email: [jun.yang@jadeountain.com](mailto:jun.yang@jadeountain.com)

# Enforcement



- ◆ Main goal is to stop infringing activity as quickly as possible
- ◆ FIFA BRP receives Infringement Notification
- ◆ FIFA BRP Team assesses detected infringement/violation
- ◆ FIFA BRP Team decides on appropriate action, e.g.
  - ◇ In-house approach
    - ◆ Reach out to contacts at infringer
    - ◆ «Friendly» letter/communication
    - ◆ Stronger worded Cease and Desist letter
    - ◆ Online / Social Media Takedown requests

# Enforcement



- ◆ External counsel approach
  - ✧ Global network of counsel – local representation in all relevant countries
  - ✧ Legal Opinion
  - ✧ Cease and desist letters
  - ✧ Formal legal proceedings, e.g. litigation
  - ✧ Local counsel close cooperation with enforcement authorities



# Enforcement Online



https://revlect.com/enforcement/#/search

Classification Assistan... Contract X Country Guides cours CTM in a Nutsh... Directory of Intellectu... FIFA Home - 2018 FWC Bra... MGS + Madrid Goods ... Moscow Metro Map Paris Convention TinEye Reverse Image ... TMView Watch - SERION - Tho... Why Arbitration in Int...

POINTER Home / Enforcement / Market protect

Statistics Enforcement

Market protect Domain protect Social protect

New Search Tab

Enforce Cancel enforcement(s) Export Refresh Check all

€ 26.90 FIFA 18	€ 57.62 MATCH Incredible Goals & Goals!	€ 11.36 MATCH Incredible Goals & Goals!	€ 9.01 MATCH Incredible Goals & Goals!	€ 11.03 OSSIE ARDILES DREAM	€ 6.62 FIFA 18	€ 7.78 FERGIE	€ 7.78 FERGIE	€ 21.67 UNCERTAIN CORRIDORS	€ 31.28 LAMPARD	€ 14.96 LAMPARD	€ 14.27 LAMPARD
€ 58.45 T-shirt	€ 13.65 T-shirt	€ 57.07 T-shirt	€ 14.96 Lone Wolf	€ 7.78 FERGIE	€ 20.37 UNCERTAIN CORRIDORS	€ 2.95 T-shirt	€ 25.97 T-shirt	€ 10.18 WAYNE ROONEY	€ 12.05 T-shirt	€ 24.78 T-shirt	€ 19.51 UNCERTAIN CORRIDORS
€ 1.25 T-shirt	€ 9.95 T-shirt	€ 4.12 T-shirt	€ 23.74 T-shirt	€ 4.47 T-shirt	€ 1.07 T-shirt	€ 7.47 T-shirt	€ 6.40 T-shirt	€ 9.47 T-shirt	€ 9.23 T-shirt	€ 44.82 T-shirt	
€ 0.40 T-shirt	€ 4.67 T-shirt	€ 3.87 T-shirt	€ 0.27 T-shirt	€ 3.35 T-shirt	€ 0.20 T-shirt	€ 180.07 T-shirt	€ 20.61 T-shirt	€ 4.07 T-shirt	€ 1.27 T-shirt	€ 9.42 T-shirt	€ 7.34 T-shirt

Enforce Add listing

https://revlect.com/enforcement/#/search?advertID=&startDate=201

100 1 2 3 4 5 ... >

# Enforcement – Social Media

- ✦ Take Down Mechanisms
- ✦ Direct contact for FIFA-related cases for escalation purposes



## Reporting Infringements

[brandprotection@fifa.org](mailto:brandprotection@fifa.org)

Contact  
FIFA  
Brand Protection  
Team

## Recent Cases and Statistics

# Online Enforcement



## ◆ Monitor and enforce against

- ◇ Websites
- ◇ Online Marketplaces / auction sites
- ◇ Social Media

## ◆ Statistics

### ◇ February – December 2017

- ◆ Domains successfully enforced against: 114 incl. 74 ticketing websites
- ◆ Reported online marketplace listings: 12.735; total value of the goods € 559.463,6
- ◆ Social Media profiles and posts successfully enforced: 206

### ◇ January – mid-March 2018

- ◆ Domains successfully enforced against: 32 incl. 19 ticketing websites
- ◆ Reported online marketplace listings: 8.120; total value of the goods € 600.327,15
- ◆ Social Media profiles and posts successfully enforced: 66

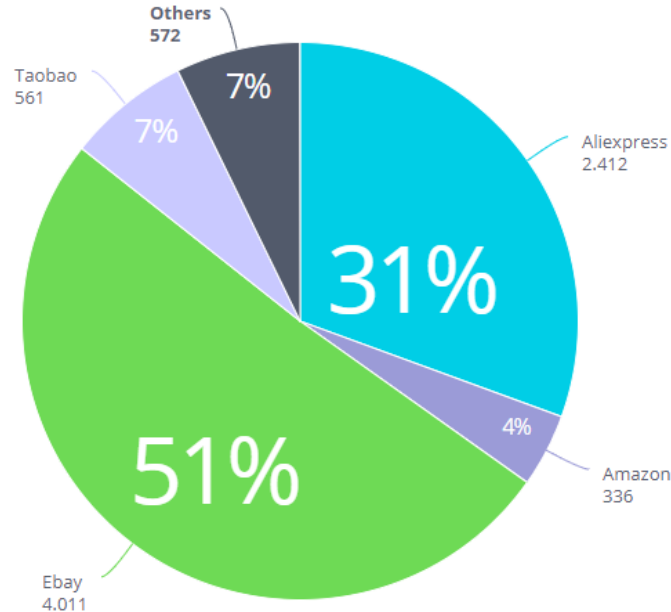


# Pointer Brand Protection – Online marketplaces statistics January 2018 to date



## Most Damaging Platforms

Source: Pointer Brand Protection.



## Reported Products Per Category

Source: Pointer Brand Protection.

Main category	Reported listings	Average price	Total value of reported listings
Souvenirs & collectible items	2.591	€172,90	€447.974,42
Apparel & shoes	2.585	€13,95	€36.060,83
Accessories	1.393	€7,56	€10.535,50
Homeware & electronics	427	€11,63	€4.967,59
Toys, games & stationery	268	€207,22	€55.534,78
Sports gear	61	€13,24	€807,40

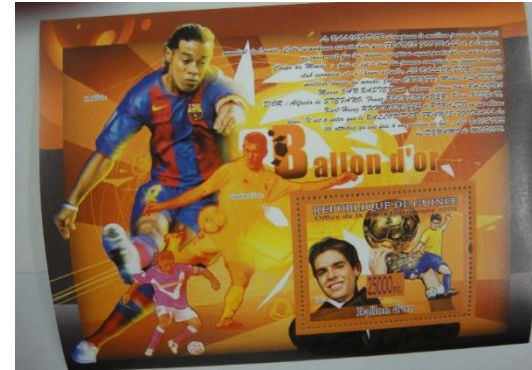


## Counterfeits Russia

# 2018 FIFA World Cup –Philatelic



# Philatelic



# Russia – Typical Counterfeits





# Russia – Typical Counterfeits





# Russia – Typical Counterfeits



# Russia – Typical Counterfeits

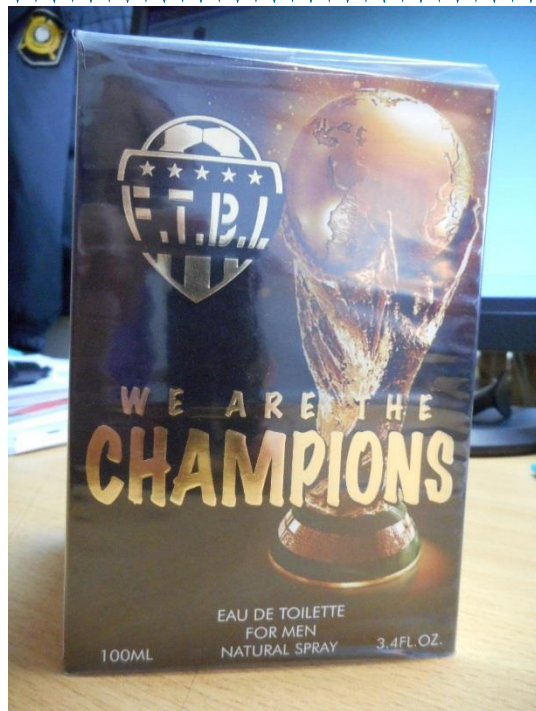




# Russia – Typical Counterfeits



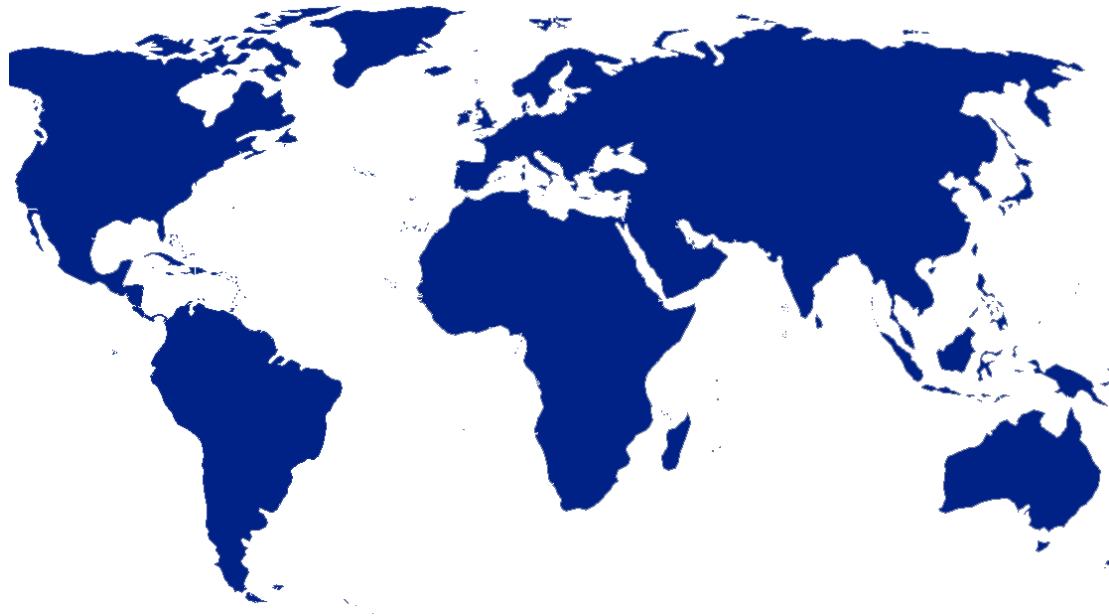
# Russia – Typical Counterfeits





# Counterfeits – Not so typical





Counterfeits  
Rest of the world

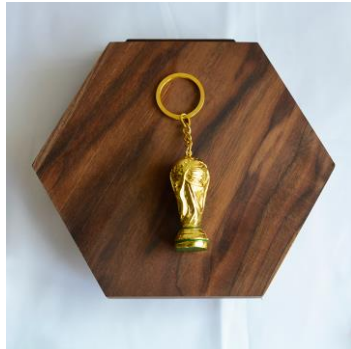


# Rest of World - Examples of Counterfeits



## Online Enforcement

# Online Marketplaces – Examples of Reported Counterfeit Products





# Online Marketplaces – Examples of Reported Counterfeit Products



Questions?



FIFA WORLD CUP  
RUSSIA  
2018

# THANK YOU

2018 FIFA WORLD CUP RUSSIA™

FIFA PARTNERS



FIFA WORLD CUP SPONSORS

