

THE USE OF OLYMPIC AND COMMONWEALTH GAMES RIGHTS IN NEW ZEALAND IS RESERVED ONLY FOR THE IOC, CGF, NZOC AND THEIR VALUED COMMERCIAL PARTNERS.

Without the financial support of global and domestic partners, we would be unable to send New Zealand athletes to the Games. For this reason, we take rights protection very seriously.

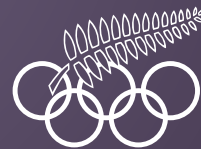
Substantial investment is made by our partners for the rights to use rights associated with the Olympic and Commonwealth Games, protected words under the Major Events Management Act 2007 and the ability to talk about our New Zealand Olympic and Commonwealth Games Teams.

Ambush of these rights by other brands is not only illegal, it is also detrimental to New Zealand sport and the athletes that this country is so proud of. Ultimately, a loss in NZOC brand equity will result in less funding for the New Zealand Teams that are selected to attend the Olympic or Commonwealth Games.

This document is a basic fact sheet to be used as a reference tool. Full Advertising, Promotional and Social Media Guidelines should be downloaded from:

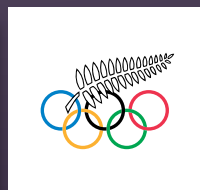
[HTTP://WWW.OLYMPIC.ORG.NZ/ASSETS/UPLOADS/NZOC-ADVERTISING-PROMOTION-AND-SOCIAL-MEDIA-GUIDELINES.PDF](http://www.olympic.org.nz/assets/uploads/NZOC-Advertising-Promotion-and-Social-Media-Guidelines.pdf)

BRAND PROTECTION FACT SHEET



UNDER THE MAJOR EVENTS MANAGEMENT ACT 2007

THE FOLLOWING LOGOS ARE PROTECTED AND NOT AVAILABLE FOR USE IN NEW ZEALAND WITHOUT APPROVAL:



Many other Olympic and Commonwealth Games emblems are also protected - see the Major Events Management Act for a full list

UNDER THE SAME ACT, THE BELOW WORDS ARE ALSO NOT AVAILABLE FOR USE WITHOUT APPROVAL:

BUENOS AIRES 2018
GOLD COAST 2018
PYEONGCHANG 2018
TOKYO 2020
INTERNATIONAL OLYMPIC COMMITTEE
NATIONAL OLYMPIC COMMITTEE
NEW ZEALAND OLYMPIC AND COMMONWEALTH GAMES ASSOCIATION INCORPORATED
NEW ZEALAND OLYMPIC COMMITTEE INCORPORATED
NEW ZEALAND OLYMPIC TEAM
NEW ZEALAND YOUTH OLYMPIC FESTIVAL TEAM
NEW ZEALAND YOUTH OLYMPIC TEAM
NEW ZEALAND YOUTH OLYMPIC WINTER TEAM
OLYMPIC GAMES
OLYMPIC GOLD
COMMONWEALTH GAMES
NEW ZEALAND COMMONWEALTH GAMES TEAM
NEW ZEALAND COMMONWEALTH YOUTH GAMES TEAM
GAMES CITY
GOLD GAMES
CITIUS ALTIUS FORTIUS
FASTER HIGHER STRONGER



ANY WORD OR WORDS IN COLUMN A WHEN USED IN CONNECTION WITH ANY WORD OR WORDS IN COLUMN B:

A

COMMONWEALTH GAMES
OLYMPIAD
OLYMPIAN
OLYMPIC
OLYMPICS
WINTER OLYMPICS

B

RIO DE JANEIRO
RIO
BUENOS AIRES
GOLD COAST
PYEONGCHANG
TOKYO
2016
2018
2020
II
2ND
SECOND
III
3RD
THIRD
XXI
21ST
TWENTY-FIRST
XXIII
23RD
TWENTY-THIRD
XXXI
31ST
THIRTY-FIRST
XXXII
32ND
THIRTY-SECOND

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IN ADDITION..

The *Fair Trading Act 1986* prohibits conduct in trade which is misleading or deceptive, or likely to mislead or deceive.

More specifically, no person in trade, in connection with the supply or possible supply of goods or services, may make a false and misleading representation that a person has any sponsorship, approval, endorsement or affiliation.

A trade mark registration under the *Trade Marks Act 2002* gives the proprietor of a mark the right to the use of the registered trade mark as a trade mark for the goods and/or services covered by the registration within New Zealand.

The *Copyright Act 1994* provides for automatic protection for original works of authorship. It protects against the copying of a wide variety of works including, among others, original artistic and literary works. A person infringes copyright if the whole or a substantial part of a copyright work is copied without authorisation.

In addition to breaches of the *Fair Trading Act 1986*, the *tort of passing off* provides additional protection.

Passing off prevents unauthorised trading off another party's goodwill. This may include conduct that misleads or deceives consumers into thinking that a person has any sponsorship, approval, endorsement or affiliation when this is not in fact the case.

IF ANY PERSON OR ORGANISATION SEEKS SPECIFIC GUIDANCE OR BELIEVES THEY HAVE BREACHED ANY OF THE ABOVE RIGHTS THEY SHOULD CONTACT THEIR OWN LEGAL COUNSEL IMMEDIATELY.

COMMERCIAL WAIVER

A 'Protected Period' is put in place just before, during and just after the Olympic and Commonwealth Games – during this time there is a blackout on any athletes name or image being in market by their sponsors.

Non-NZOC Games Commercial Partners can however apply for a commercial waiver in relation to their proposed use of an athletes name/ image in generic advertising during the Protected Period.

Provided the use is in generic advertising and part of a campaign in market for at least four months before the Protected Period, the NZOC may grant a commercial waiver.

Athletes, athlete managers and sponsors can all apply for a Games Commercial Waiver using the online forms. The Games Commercial Waiver Application online form for Athletes can be found [here](#) and the Games Commercial Waiver Application form for Sponsors [here](#).

BRAND PROTECTION PROCESS

New Zealand Olympic and Commonwealth Games brands are protected by MEMA, the Trade Marks Act, the Copyright Act and the tort of passing off.

These brands (or anything substantially identical or deceptively similar) may not be used by any entity that is not a partner of the NZOC, without written approval from the NZOC.

Unauthorised use of the brands may constitute an offence for which you may be prosecuted and/or fined up to \$150,000. In addition the court may issue an injunction to restrain the unauthorised activity and unauthorised goods bearing the brands may be seized and confiscated.

SEEKING AUTHORISATION

If you wish to seek authorisation to use Olympic and Commonwealth Brands in New Zealand by becoming a partner or supplier please contact the NZOC's Commercial and Brand team.

THANK YOU FOR YOUR CO-OPERATION AND SUPPORT

Any questions please contact **Alexandra Cooper**
– Brand Manager NZOC: alexandra@olympic.org.nz