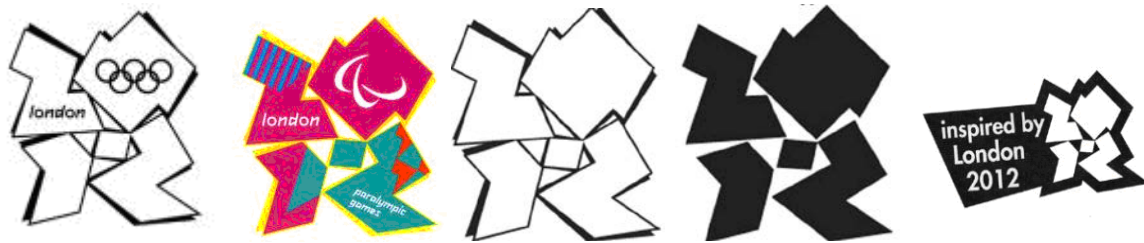


1. What are the London Olympic trademarks?

The London Olympic word marks are:

- i. Olympic
- ii. London 2012
- iii. LOCOG
- iv. Team GB
- v. Get Set Go !!!
- vi. Get Set
- vii. Wenlock
- viii. Mandeville
- ix. Games Maker
- x. Ticket share
- xi. Moment to shine

The London Olympic logo marks (most of which are registered in a variety of colour combinations) are:





The UK has in place two pieces of legislation which protects a number of words and logos associated with the Olympics.

Firstly, the Olympic Symbol etc. (Protection) Act 1995 protects the Olympic motto "Citius, Altius, Fortius", the Olympic Symbol of five interlocking rings and the words "Olympic(s)", "Olympian(s)", "Olympiad(s)", "Paralympic(s)", "Paralympian(s)" and "Paralympiad(s)" (the Games Marks).

Secondly, the London Olympic Games and Paralympic Games Act 2006 extends the scope of protection given to the Olympic and Paralympic Games by making it an infringement of the "London Olympic Association Right" (LOAR) to do anything which is "likely to create in the public mind an association" with the London Olympics. London Organising Committee of the Olympic Games Limited (LOCOG) will investigate whether such an infringement has occurred and decide whether further action will need to be taken.

To avoid creating an association with the London Olympic Games, do not use any of the protected words listed above or any combination of two (or more) words from Group 1 or one (or more) words from Group 1 & 2 below:

Group 1

- a) Games
- b) two thousand and twelve
- c) 2012
- d) twenty twelve

Group 2

- a) gold
- b) silver
- c) bronze
- d) London
- e) medals
- f) sponsor, and
- g) summer.

2. Who owns the London Olympic trademarks?

The majority of the London Olympic trade marks are registered under the name of LOCOG, however, some are registered under the name of the British Olympic Association. The International Olympic Committee (IOC) are the owners of the Games Marks, such as the Olympic symbol and the words "Olympian" and "Olympics".

3. Who has the exclusive right to use, and to authorize others to use, the London Olympic trade marks?

Official commercial partners, sponsors, suppliers and licensees are allowed to use the London Olympic trade marks and the Games' Marks in accordance with the terms of their agreements with LOCOG or the IOC. A full list of the partners for the Games can be seen here: <http://l2012.cm/LZ4lae>.

Some non-commercial partners that have helped to delivery the Games have also been granted the right to use the London Olympic trade marks. This includes central government departments, the Greater London Authority and boroughs hosting various events for the Games.

4. How are these rights enforced?

The London Olympic trade marks and Games' Marks are legally protected by a combination of registered trade marks, copyright, registered community designs, and common law. In the UK, as mentioned above, special laws have also been passed to give extra protection to some of the Games' Marks.

LOCOG have very wide ranging powers and will be able to investigate any possible infringement of the LOAR. LOCOG will then decide whether such an infringement has occurred and whether further action will need to be taken. Remedies for infringing the LOAR include damages, injunctions, and accounting of profits. Courts may also order that the infringing goods be delivered to the LOCOG, destroyed, or forfeited to any person the court thinks fit.

5. Are there exceptions to these rights?

There are no exceptions to these rights.

LOCOG realise that the London 2012 brand is their most valuable asset and will protect its value to ensure they can fund the staging of the Games through exclusive sponsorship deals. Therefore, unless you are an official commercial partner, sponsor, supplier, licensee or non-commercial partner, any use of the London Olympic trade marks will be unauthorised.