

The Protected Games' Marks

All of the following names, words, marks, logos and designs relating to London 2012 and/or the Olympic and Paralympic Movements (collectively known as the Protected Games' Marks) are legally protected marks owned by or licensed to The London Organising Committee of the Olympic Games and Paralympic Games Limited (LOCOG).

Protected trade marks and designs:



The words: **London 2012 – 2012 – LOCOG – Javelin**
Team GB – Get Set – Games Maker

All of the above marks and words are protected either as registered trade marks, registered designs and/or by common law. The official emblems of the London 2012 Olympic Games come in a number of colours and can have designs within the emblems, for example with the Union flag as shown above. These variations of the emblems, the bespoke font shown above and other official marks of London 2012 (including Games' mascots and all pictograms) are all, or will be once they are created, legally protected.

Protected by the Olympic Symbol etc (Protection) Act 1995 (OSPA):

The words: **Olympic – Olympian – Olympiad – Paralympic – Paralympian – Paralympiad** plus their plurals, translations and anything similar to them.

The symbol of
The International Olympic Committee (IOC):



The symbol of
The International Paralympic Committee (IPC):



The mottos of **the IOC**: Citius, Altius, Fortius and Faster, Higher, Stronger; and **the IPC**: Spirit in Motion, plus their translations and anything similar to them.

Protected by the London Olympic Games and Paralympic Games Act 2006:

The London Olympic Games and Paralympic Games Act 2006 (the 2006 Act) grants LOCOG the London Olympic Association Right. It allows LOCOG to prevent people from creating an association between a business, goods or services and the London 2012 Olympic Games and/or Paralympic Games, in the course of trade. This prevents, for example, businesses from running any advertising or marketing campaigns which suggest they are associated with London 2012 without LOCOG's authority. An association can be created through the use of ANY representation whether in audio or visual form for example. However, the 2006 Act specifies certain 'Listed Expressions' and states that a court may take these into particular account when determining if an association has been created.

The Listed Expressions are:

– any two of the words: **Games, Two Thousand and Twelve, 2012, Twenty-Two**

OR

– any word in the list above with one or more of the words: **London, medals, sponsors, summer, gold, silver, bronze**

Whether an association has been created with London 2012, or not, will be a question of fact. The 2006 Act specifies the Listed Expressions, and states that a court may take them into particular account when determining if there has been an infringement of LOCOG's rights. But an association can be created by the use of **any** representation, which may be in any form and may or may not use the Listed Expressions. Although the Listed Expressions are a helpful guide they are not the only thing a court would look at so it shouldn't be assumed that if a Listed Expression is not used, LOCOG's right will not be infringed. For example the following advert illustrates how an infringing association under the 2006 Act may be created.



Example: An advert which creates an association with London 2012 through use of images and text

Protected by copyright:

All films, musical works, artistic works and designs (e.g. the Games' emblems, mascots and posters) created by LOCOG or other official Olympic and Paralympic bodies (already or in the future) in connection with the Games are (or will be once created) protected by copyright.

Further information:

The unauthorised commercial exploitation of the Protected Games' Marks is generally prohibited, but other uses - for example, editorial use by journalists - are permitted. Detailed information on LOCOG's rights and the defences available under OSPA and the 2006 Act is available at london2012.com/brandprotection.

If you think you may have infringed LOCOG's rights, or you are proposing to do something which you think may infringe LOCOG's rights, we recommend that you seek independent legal advice.

This publication is available on request in other languages and formats.

To obtain these please quote reference number LOC2010/78

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