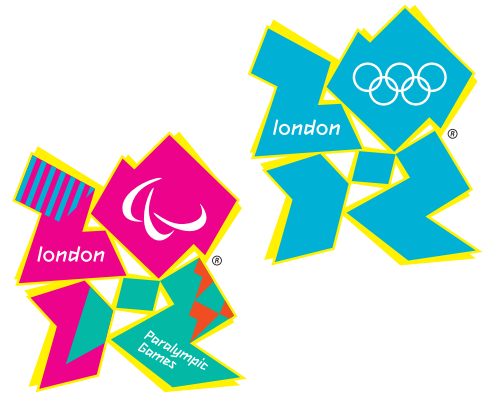


The London Organising Committee of the
Olympic Games and Paralympic Games Ltd

**No Marketing Rights Protocol for suppliers,
consultants and contractors
September 2010**



Brand protection

Introduction

One of the major benefits of staging the Olympic and Paralympic Games in 2012 will be a significant boost to the UK economy. London 2012 will generate thousands of opportunities for businesses throughout the country. For example, the Olympic Delivery Authority (the “ODA”) has already let and will continue to let contracts in relation to the development of the Olympic Park, and many of those will create multiple opportunities through the supply chain. Similarly, the influx of visitors attracted by the Games will give the tourism and services industries a huge boost, at all levels, before, during and after 2012.

The London Organising Committee of the Olympic Games and Paralympic Games and the ODA want businesses through the supply chain to be proud of the contribution that they are making towards the success of the Games. The ability of businesses to demonstrate the work that they have undertaken on the Games and share their experience on future projects will also contribute to the legacy of the Games. However, due to the manner in which the Games are funded, a balance must be struck to ensure that businesses working on the Games do not promote themselves in a way which undermines the rights of the official London 2012 sponsors – i.e. the International Olympic Committee’s worldwide TOP sponsors, and the London 2012 Organising Committee’s national Partners, Supporters and Suppliers. These companies pay for rights to associate with the Games and contribute very significantly to the staging of the Games through the provision of funding and/or goods and services.

The London 2012 Organising Committee and the ODA have worked together to find a solution (set out in this Protocol) which will allow businesses to properly benefit from the experience they gain from working on the Games while ensuring the funding for the Games is protected.

Background and purpose of protocol

(a) Raising revenue to stage the Games

The ODA is responsible for building the new permanent facilities and infrastructure for the Games and receives public funding from the National Lottery, the Department for Culture, Media and Sport, the Mayor of London and the London Development Agency to do this. However, in contrast, the London 2012 Organising Committee must raise its £2 billion budget for organising and hosting the Games from private sources.

A very significant proportion of the London 2012 Organising Committee’s funding will be raised through its sponsorship and licensing programmes – i.e. by licensing the use of “Protected Marks” (see pages 16 and 17) to official sponsors and licensees who pay for the exclusive right to be associated with London 2012. So that the London 2012 Organising Committee can raise these funds, it must protect the value of the Protected Marks and preserve the exclusivity of an association with the Games. For this reason, the London 2012 Organising Committee will strictly enforce its legal rights over the Protected Marks and seek to prevent all unauthorised associations with the Games.

(b) No Marketing Rights Clauses

Businesses supplying goods and services to the London 2012 Organising Committee, the ODA and other organisations involved in the delivery of the Games ("Suppliers"), will benefit from the experience and kudos gained from undertaking work in relation to, and/or providing goods and services for, the Games. However Suppliers do not pay to receive the benefits of being an official marketing partner of the Games; indeed, they are paid full value for the supply of their goods and services.

As such, unless they become an official marketing partner of the London 2012 Organising Committee or are one of the International Olympic Committee's worldwide partners, suppliers cannot benefit in other ways – for example, beyond making certain factual statements about the work they are being paid to undertake, they cannot use the Protected Marks or promote themselves as associated with the Games.

To ensure that Suppliers do not prejudice the London 2012 Organising Committee's ability to raise money from its marketing partners, contracts with Suppliers contain the London 2012 'No Marketing Rights Clauses'. These prevent Suppliers from marketing their involvement in the Games and also prohibit ambush marketing.

However, Suppliers should legitimately be able to make some simple factual statements about the work they undertake in relation to the Games – for example in client lists and pitch documents. Other marketing activities are generally prohibited by the No Marketing Rights Clauses, although some activities may be agreed with the consent of the London 2012 Organising Committee.

This Protocol indicates the types of activities that the London 2012 Organising Committee may consent to and those that may not be undertaken in any circumstance.

Thank you in advance for respecting this Protocol.

(c) Clean venues clauses

Many Suppliers will also be required to sign clauses which provide that they must supply goods or services without any commercial branding on them. The rationale behind this is that, due to the London 2012 Organising Committee being reliant upon funding from sponsors, it cannot allow other businesses or brands to gain exposure at Games venues or via other public activities undertaken by the London 2012 Organising Committee and/or the ODA.

As such, in general, any materials being supplied for Games venues which will be visible to the public during the Games must be supplied clean of any branding. Similarly goods or services being used at public events and documents created by Suppliers which will be made public, should be clean of any branding. Strict rules also apply to control branding on Games construction sites, for example at the Olympic Park.

Guidance on these 'clean venue' rules will be made available to relevant Suppliers as appropriate.

(d) Promoting the business benefits of the Games

The ODA and its funders have an obligation to ensure that the public is aware of where their money (from taxation and lottery funding) is being spent on the Games. There is also a general desire to alert people to the positive stories that the Games are generating in the business community. As such, although the need to protect LOCOG's ability to raise revenue from the private sector by selling association rights must always be borne in mind, some Suppliers may be asked if they are happy to be used as case studies for use by LOCOG, the ODA and their public sector partners (including central government, regional development agencies and public organisations like business link).

These Supplier case studies will be factual accounts of what work the business has undertaken in relation to the Games and how this has positively impacted them. They will be used for example to encourage other businesses to tender for the opportunities the Games has to offer via the London 2012 Business Network and the CompeteFor website www.competefor.com

For the avoidance of doubt, if you are approached by someone from one of these agencies about being used for a case study, you will not be considered in breach of your no marketing rights clauses by agreeing to this. However, the fact that you are being used as a case study does not mean this protocol does not apply to you. The case studies will only be used in a controlled manner as agreed by LOCOG, and Suppliers shouldn't themselves promote or use the case study themselves.

(e) Further information on brand protection

Further details about the London 2012 Organising Committee's legal rights and the need to protect the London 2012, Olympic and Paralympic brands can be found at www.london2012.com/brandprotection and in the 'London 2012 Brand Protection – What you need to know – Information for business' booklet, which is available to download from the same site.

Application of Protocol

All contracts entered into by:

- The London Organising Committee of the Olympic Games and Paralympic Games Limited; and
- the Olympic Delivery Authority,

as well as relevant contracts entered into by:

- the Greater London Authority;
- the Department of Culture, Media and Sport;
- the London Development Agency;
- Transport for London; and
- other organisations working with the London 2012 Organising Committee and the ODA to deliver the London 2012 Olympic Games and Paralympic Games

(collectively the “Games Bodies”), include the London 2012 No Marketing Rights Clauses. Suppliers of the Games Bodies are also obliged to ensure sub-suppliers providing them with goods and services in relation to the Games respect the London 2012 No Marketing Rights Clauses.

This Protocol applies to all suppliers, consultants and contractors and relevant sub-suppliers which have entered into the London 2012 No Marketing Rights Clauses. It does not apply to suppliers who are also sponsors or official licensees of the London 2012 Organising Committee or which are one of the International Olympic Committee’s worldwide partners. A list of these sponsors is available at www.london2012.com

Who to contact

If you have any queries about this Protocol, or wish to make a request in accordance with the Protocol, please contact us using the emails listed below stating which organisation your contract has been entered into with and other relevant information including what goods or services it relates to:

London 2012 Organising Committee Suppliers and sub-suppliers:
locogsupplierrequests@london2012.com (copying in your Contract Administrator)

ODA Suppliers and sub-suppliers:
odasupplierrequests@london2012.com (copying in your Contract Administrator)

Suppliers of the LDA, Transport for London, DCMS, GLA and other Games Bodies should have been notified of their relevant contact. If not, please speak to your usual contact at that organisation.

The London 2012 Organising Committee has ultimate responsibility to protect the London 2012 brand and, as such, will have final approval in relation to all requests.

However, Suppliers should always direct requests to the organisation with which they have contracted (or, in the case of sub-suppliers, the organisation with which their head contractor has contracted). That organisation will then be responsible for relaying the request to the London 2012 Organising Committee as appropriate. Please do not contact the London 2012 Organising Committee directly unless you are a London 2012 Organising Committee Supplier or Sub-Supplier.

General principles

The following provides an overview of the general principles of the Protocol. However, the devil is in the detail so please read the detail of the Protocol below to fully understand what can and cannot be done:

- Suppliers can refer to the work they have done in relation to the Games in a few limited ways without seeking additional consent. These include:
 - referring to the ODA or the London 2012 Organising Committee, as appropriate, in client lists; and
 - mentioning the work undertaken on the Games in private pitch or tenders for other work..
- Suppliers must not, in any circumstances:
 - use the Protected Marks; or
 - make any association with London 2012, the Olympic or Paralympic movements, or the British Olympic and Paralympic teams; or
 - use any Games-related images, films or screen grabs

unless they have been authorised to do so **in writing** by the London 2012 Organising Committee.

- Suppliers should not issue press releases, run advertising or undertake any marketing or PR campaigns around their involvement in the Games.
- Suppliers must not promote themselves as an 'Olympic Supplier' or 'Supplier to the London 2012 Games/ODA' (or anything similar).
- Suppliers must not say they are an official partner of the ODA or LOCOG.
- Suppliers can undertake necessary internal communications and make limited factual statements to staff about the Supplier's involvement in the Games.
- The London 2012 Organising Committee can only grant approvals in relation to the UK. Suppliers are not permitted to do any of the things indicated as

permitted by the Protocol in other countries, even if approved by the London 2012 Organising Committee for the UK.

- All media enquiries received should be redirected to the London 2012 Organising Committee (on 020 3 2012 100) or the ODA (on 020 3 2012 700) as appropriate.

(NB In general, enquiries specifically about London 2012 capital infrastructure should be directed to the ODA and all other enquiries should be directed to the London 2012 Organising Committee.) In appropriate circumstances, and subject to written approval, a Supplier may be granted consent to speak to the media or be asked to contribute to a case study (see above).

- The London 2012 No Marketing Rights Protocol may be amended from time to time at the London 2012 Organising Committee's absolute discretion.

Key

The Protocol below distinguishes between activities which can, may and may not be undertaken by Suppliers. They are indicated by a tick, a question mark or a cross respectively, as follows:



Implied consent

These are applicable to London 2012 Organising Committee and ODA suppliers only and apply only in the UK.

The examples below which show a tick next to them can be undertaken without the Supplier needing to seek the written approval of the London 2012 Organising Committee. However the London 2012 Organising Committee and/or the ODA retain the right to withdraw this implied consent and to ask the Supplier to discontinue the activity for any reason. (NB These exceptions are **subject to duties of confidentiality** and only apply to direct Suppliers of the London 2012 Organising Committee and ODA as other organisations may have their own policies in these respects).



Consent may be granted subject to written approval

The examples below which show this question mark next to them may be undertaken by Suppliers subject always to prior written approval (which may be withheld for any reason) of the London 2012 Organising Committee. Suppliers of other Games Bodies will also need the consent of the organisation with whom they've contracted (or, in the case of sub-suppliers, the organisation with which their head contractor has contracted).

Requests for approval will be dealt with on a case by case

basis. Relevant factors when considering a request will include:

- the nature and purpose of the request;
- whether the London 2012 Organising Committee has a sponsor which competes with the Supplier's business;
- the scope and scale of work being undertaken by the Supplier;
- the significance or specialist nature of the work to the Games (whether small scale or large); and
- the quality of work delivered.



Not permitted

These are activities that are prohibited and which the Supplier should not undertake nor seek the London 2012 Organising Committee's approval for. **If a Supplier undertakes these activities it may result in legal action being taken against them.**

General rules

Suppliers must respect any **duty of confidentiality** placed on them. Neither this document, nor any approval granted in accordance with this Protocol, waives any such duty.

Any permitted references to the Games must be made in an appropriate and proportionate manner – any use must not be gratuitous.

Protocol

The Protocol below contains links to relevant illustrative examples given at the end of this document. The examples are intended to help Suppliers understand what will and will not be acceptable.



1. Client lists

The inclusion of the London 2012 Organising Committee/ODA/other Games Bodies (as appropriate) within a list of clients is permitted **provided**:


- there are at least nine other clients mentioned in the list (**See page 19 for example one**: client lists);
- no special emphasis is placed on the Games (for example by highlighting, or emboldening the name) (**See pages 20 and 21 for examples two and three**: client lists);
- the official name of the client is used (i.e. 'Olympic Delivery Authority' or 'The London Organising Committee of the Olympic Games and Paralympic Games Limited'; not, for example, 'Olympics' or 'London 2012');
- the client list consists of only a list of names of clients and, if required, a simple statement (no more than 20 words) on the nature of the work undertaken (**See page 22 for example four**: client lists);
- the client list is only included in publications where it would be standard practice to include a client list (e.g. corporate literature or on a relevant page of the Supplier's UK website), and not within an advert, on the Supplier's home page, within other more aggressive marketing materials or on exhibition panels.

If the Supplier's name appears within a formal list of London 2012 Organising Committee and/or ODA suppliers on the www.london2012.com website, Suppliers may also create a text link directly from the client list to the relevant page of www.london2012.com by way of verifying that they are a supplier of the London 2012 Organising Committee/ODA.

Sub-suppliers of the London 2012 Organising Committee and the ODA should include the name of their head contractor in client lists, and not list, for example "London 2012". However, in client lists which include a brief description of the nature of the Sub-supplier's work for their clients they may include a simple statement (no more than 20 words) which makes reference to the fact that the work was undertaken in relation to the Games. (For example – Client: "XYZ Co", Description: "We designed and produced bespoke tiles for use by XYZ Co in the London 2012 Aquatics Centre")


If a Supplier is no longer a client of the London 2012 Organising Committee/ODA etc, the Supplier may be asked to delete references to them from a client list if, for example, the work undertaken/goods supplied were unsatisfactory.

2. Annual reports




An accurate factual statement may be included in annual reports and statutory reports as necessary to meet relevant obligations but these should not be embellished and should be in keeping with the spirit of this Protocol. (Accurate factual statements in the format described in section six below would be acceptable)

3. Verbal responses



Suppliers may talk about the work they are undertaking on the Games in a social or informal business context, subject to any confidentiality restrictions. This does not apply where such 'talking' is more akin to a marketing activity though. This means that suppliers should not talk about the work they are undertaking on the Games if, for example, speaking to the media, or to a significant number of clients or potential clients. Mentioning the work being undertaken on the Games when cold-calling or otherwise approaching potential clients is also inappropriate.

4. Pitch/tender documents



An accurate factual statement or editorial commentary about a Supplier's involvement in the Games can be included in pitch/tender documents (including slides for a presentation at a pitch) which are produced in response to a specific invitation to pitch/tender, **provided** that:

- the information is included with similar information about other work/clients;
- no special emphasis is placed on the Games;
- no images, films, screen grabs or other graphics relating to the Games are used; and
- the pitch/tender document is not made available beyond the group of people to whom the pitch/tender is submitted.

A Supplier may, **with written consent**, be permitted to produce a pitch/tender document in response to a specific invitation to pitch/tender which focuses **only** on the work a Supplier has undertaken in relation to the Games and/or which includes images or other graphics which relate specifically to that work.

Such pitch/tender documents must not be made available

beyond the group of people to whom the pitch/tender is submitted.

See pages 23 and 24 for examples five and six: Pitch/tender documents.



5. Internal Communications

Suppliers can undertake necessary internal communications and make limited factual statements to staff about the Supplier's involvement in the Games, subject to any confidentiality restrictions.

However the other principles set out in this Protocol still apply, so the Protected Marks shouldn't be used, and internal communications should be undertaken in an understated, proportionate and regular fashion which doesn't conflict with the spirit of the No Marketing Rights Clauses or this Protocol. If the internal communication is likely to be made available publicly or is intended for wider circulation than just the Supplier's staff, it should not refer to the Supplier's involvement in the Games, unless this is permitted in accordance with the remainder of this Protocol.



6. Statements/Case Studies about work undertaken

A statement (more detailed than that permitted within the inclusion of a client list in accordance with section one above) about the Supplier's work undertaken in relation to the Games may be permitted with written consent **provided** that:

- the statement is succinct (in most cases a limit of approx.150 words will be applied);
- it appears with at least five other examples of work undertaken for other clients;
- the statement is given equal weighting to those other five examples, ie no special emphasis is placed on the Games; and
- the statement is only included in publications where it would be standard practice to include such case studies (eg corporate literature or on a relevant page on the Supplier's website), and not within an advert, on the Supplier's homepage, within a press release, on exhibition panels or within other more aggressive marketing materials etc.

Such statements/case studies should not be used as press releases or be included as news items on a Supplier's website or newsletters. Images may only be included within statements/case studies as set out at point 10 below.

See pages 25-27 for example seven, eight and nine: Case studies.



7. Academic articles

Suppliers may, with written consent, be permitted to write an article in a trade journal etc about the Games provided this does not amount to a marketing piece for the Supplier. Suppliers should not proactively seek the opportunity to submit such articles as a means of promotion. The content of permitted articles will also be subject to review.



8. Recruitment advertising

Suppliers may, with written consent, be permitted to run job ads which make specific factual reference to the Games where this is important to explain the nature of the job being advertised **provided** that the adverts must not be 'Olympified' in any way through use of imagery or logos etc, or unduly emphasise the Games. For example, an advert titled "Olympic builders wanted" would not be approved but an advert titled "Drain layers wanted" which then explained that they were needed to work on the Olympic Park may be approved. The rules in relation to job titles (see section 21 below) must also be respected.

Suppliers must also ensure their recruitment agencies respect this provision.

See pages 28 and 29 for example 10 and 11: Recruitment advert.



9. Client briefings: providing generic information about the Games

If a Supplier traditionally produces client briefings on relevant or newsworthy sector specific topics, and it would be appropriate for it to provide some general information relating to the Games, this may be permitted - with written consent. However, consent will only be granted if the information is generic (for example information about new laws relating to the Games or relevant developments in the Supplier's industry/sector) and doesn't refer to the Supplier's work on the Games. The Supplier should also show it has traditionally provided such information to clients, that it is appropriate in the circumstances to include something about the Games, and that no special emphasis will be placed on the Games.



10. Conferences

Suppliers may, with written consent, be permitted to speak at a conference or public event about the Games, **provided** the event is not attended by the Supplier for the primary purpose of publicising their involvement in the Games or for financial gain. These will be approved on a case by case basis and are

audience dependent and event specific. The content of permitted presentations relating to the Games will also be subject to approval.

Suppliers should not sponsor conferences or other events (or any section of a conference or event), the subject of which is the Games.



11. Use of Games-related and/or sporting images

Suppliers may, with written consent, be permitted to use visual materials to accompany information provided in accordance with this Protocol. Prior approval must be obtained in relation to use of *all* images, films, screen grabs etc, whether these are official London 2012 images or generic sporting images etc. For the avoidance of doubt, official London 2012 images, screen grabs and films etc can only be used with express permission from the London 2012 Organising Committee and generally will not be approved for use by Suppliers unless they have been created by the Supplier seeking consent.



12. Media enquiries

Except to confirm that they are a Supplier, Suppliers should not respond to media enquiries about the work they are undertaking on the Games, or provide any quotes or comments without first speaking to the London 2012 Organising Committee about this.

Media enquiries should be redirected to the London 2012 Organising Committee or ODA as appropriate (see page six). Occasionally, in appropriate circumstances, consent *may* be granted to the Supplier to speak to the media following a referral. Suppliers should not however seek to initiate any media enquiries.



13. Use of Games logos, trade marks, emblems and images etc

Suppliers must not use any Olympic and/or Paralympic logos, trade marks or emblems etc (including for example any of the "Protected Marks"). Nor should they seek to design their own Games-related logos. Suppliers may only use copyrighted images, films or screen grabs relating to the Games, such as the illustrations of the Olympic Park and venues, if written consent has been provided in accordance with section 11 above (which will only be granted in exceptional circumstances).



14. Advertising and promotions

Suppliers must not run advertising, marketing or PR campaigns around their involvement in the Games. This includes advertising which refers to the Games, the London 2012 Organising Committee/ODA/other Games Bodies, London 2012 or the Olympic Games and/or Paralympic Games more generally, including factual statements about the work undertaken or supplies made.

See page 30 for example 12: Advertising and Promotions.



15. Advertorials and marketing material

Suppliers must not produce editorial marketing material relating to the Games. For example, **newsletters or corporate magazines** produced by the Supplier should not refer to the Supplier's work on the Games. Nor must the Supplier provide articles to trade journals that amount to a marketing piece for the Supplier. However, please see section seven above in relation to the provision of generic information about the Games to clients.

In relation to internal communications, please see section five above.



15. Marketing events

Suppliers must not create marketing or other events with a Games-related theme or speak about the Games at third party marketing events.

See page 31 for example 13: Marketing event.



16. Exhibitions/live events

Suppliers must not make any reference to the Games within exhibition stands and presentations etc shown at exhibitions/conventions/live events, and, unless they have previously been approved in accordance with this Protocol, no material which mentions the Games may be distributed at such events.

Materials produced specifically for such an event will not be approved if they make reference to the work undertaken for the Games Bodies.



17. Press releases/announcements/news stories

A Supplier must not issue any press releases about the Games, for example to announce or make comment about the work it is undertaking in relation to the Games. This includes

news stories on the Supplier's websites.

No mention of the Supplier's work in relation to the Games should be included in any other press releases (eg about other projects), or in boiler plates to their standard form press releases.

Suppliers must not seek to initiate any press, broadcast or media activity about their work in relation to the Games. As explained at page 3 above, the London 2012 Organising Committee, the ODA or their public sector partner may seek to use a Supplier within a case study, or within a press statement in relation to a significant event or milestone etc. The Supplier will be approached about this and should not submit requests to be used in a case study or for a press release to be issued. In exceptional circumstances a link from the Supplier's website to a press release or case study may be consented to.

See page 32 for example 14: Press release.

In relation to internal communications/announcements, please see page six.



18. Websites

A Supplier must not:

- include anything on its website's homepage which refers to the Games or London 2012 etc;
- create a web page which relates only/specifically to the Games;
- establish a new Games-related website or use a URL such as "[Supplier].com/london2012";
- publish news stories or press releases about the Games on their websites (however, in exceptional circumstances, a link to a press release issued by a Games Body which refers to the Supplier may be consented to);
- cause anything about the Supplier's work in relation to the Games to be published on any other website or similar public forum (including by ensuring that the Supplier's staff do not make statements about the work their employer is undertaking on blogs, or online forums etc).

Where this Protocol permits certain information about the Games to be included on a Supplier's website, this must comply with the other conditions set out in the relevant section, for example at point one and five.

In relation to internal communications/announcements on intranets, please see section five above.



19. Email footers referring to London 2012

Suppliers must not use email footers which refer to the Games, for example by saying “Supporting/Supplying London 2012” etc.



20. Job titles and group names

Suppliers must not include any reference to the Games in their job titles or within a name of a Group formally established in relation to the work it is undertaking on the Games: eg “London 2012 Coordinator”, “Olympic Manager”, “2012 Unit” or “Olympics Group” are not permitted.



21. Branding at construction sites

Suppliers must not create special, or use increased branding on, plant, machinery or equipment etc to be deployed at London 2012 construction sites. No branding is permitted on perimeter fencing, hoardings or scrim.

Other branding on Suppliers’ on-site buildings, equipment, and vehicles etc should always be reasonable and proportionate. Such branding should only be what is necessary for the purpose of identification, not promotion or advertising. Manufacturer’s branding, as would normally appear on equipment when purchased, is permitted provided the branding is reasonable and proportionate.

The London 2012 Organising Committee reserves the right to ask that branding is removed or covered up in appropriate circumstances (for example when filming is taking place at the Olympic Park).

For further guidance on this, please contact us as appropriate at locogsupplierrequests@london2012.com or odasupplierrequests@london2012.com

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.

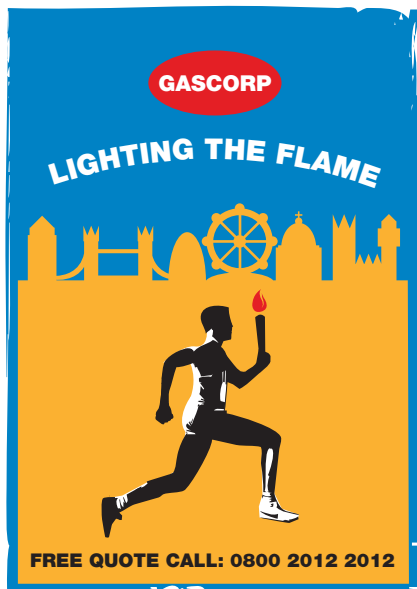
The Listed Expressions are:

– 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

Email info@enquiries.london2012.com

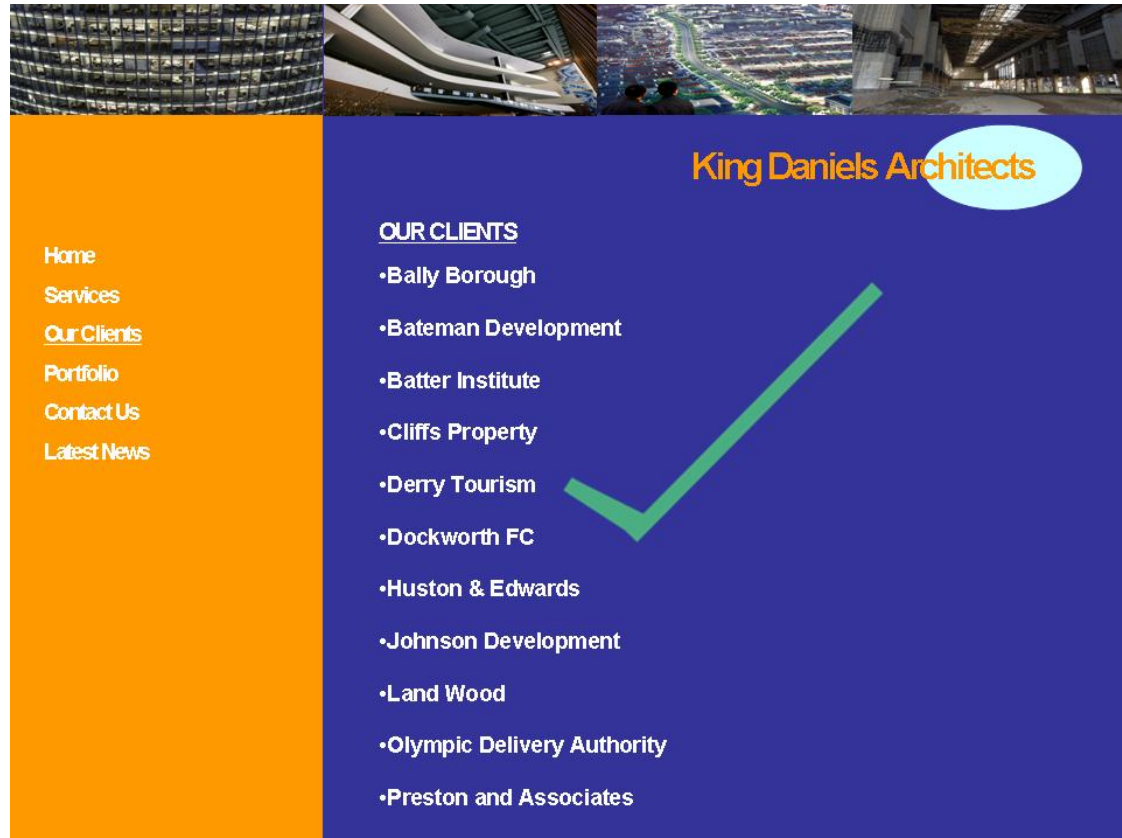
1. Client lists - webpage

General rule: The inclusion of the London 2012 Organising Committee/ODA etc (as appropriate) within a list of clients is permitted subject to various provisos.

Example:

This example is permitted because:

- The client list mentions at least nine other clients.
- The reference is not made on the front page of the website.
- Clients are given equal emphasis (the list is in alphabetical order and names are equal font size).
- No London 2012 logo or images are used.



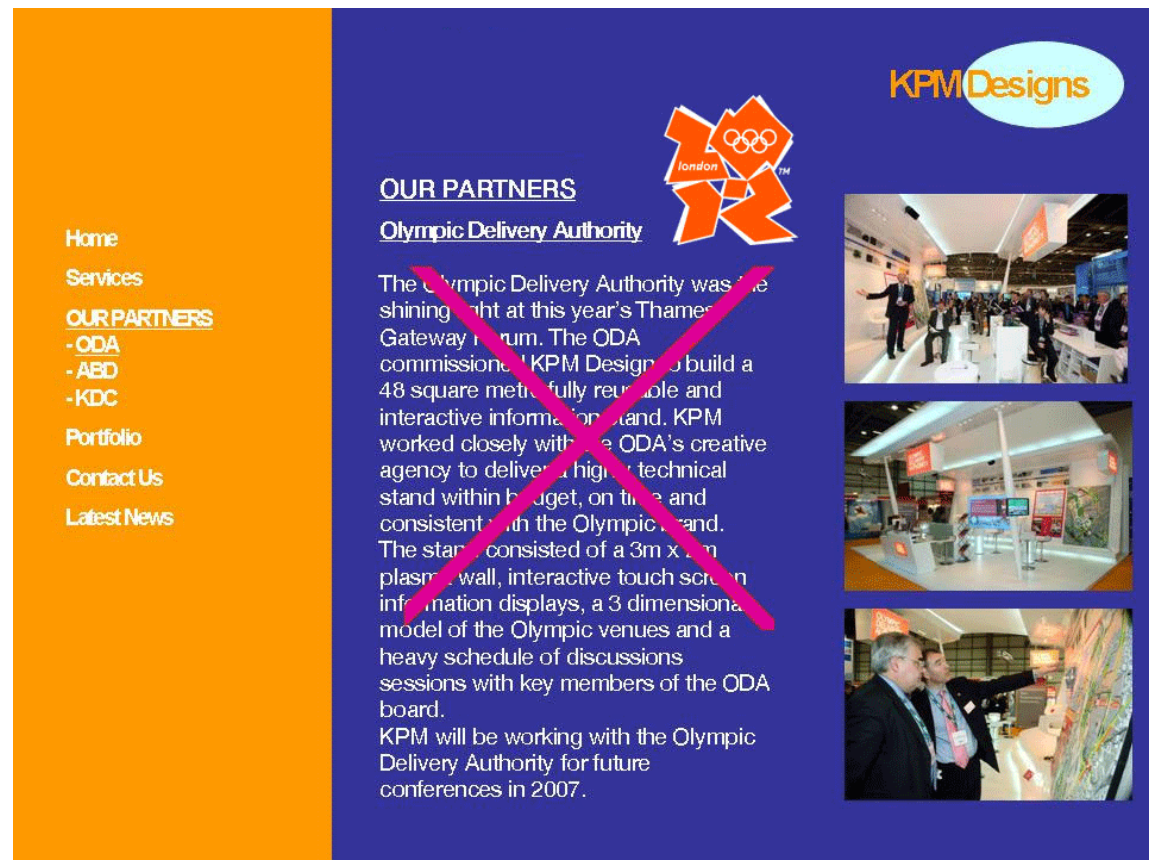
2. Client lists - webpage

General rule: The inclusion of the London 2012 Organising Committee/ODA etc (as appropriate) within a list of clients is permitted subject to various provisos.

This example is not permitted because:

- ODA is incorrectly referred to as a 'partner'.
- No other clients are mentioned on the page (a minimum of nine other clients are required with no emphasis placed on London 2012).
- The London 2012 logo and ODA images are used without permission.
- The nature of the work supplied is embellished, inaccurate and more than 20 words.

Example:



3. Client lists - print publication

General rule: The inclusion of the London 2012 Organising Committee/ODA etc (as appropriate) within a list of clients is permitted subject to various provisos.

This example is not permitted because:

- Special emphasis is placed on the ODA.
- Client names are not equal font size.
- The ODA is positioned at the top of the list.
- Olympic Park image (top left) is used without permission.

Example:

King Daniels: Our Clients



• Olympic Delivery Authority

- Bally Borough
- Bateman Development
- Batter Institute
- Cliffs Property
- Derry Tourism
- Dockworth FC
- Huston & Edwards
- Johnson Development
- Land Wood
- Preston and Associates

4. Client lists - print publication

General rule: The inclusion of the London 2012 Organising Committee/ODA etc (as appropriate) within a list of clients is permitted subject to various provisos.

This example is permitted because:

- The description of work undertaken does not contain any embellishment with regard to the service provided.
- The description of the work does not contain more than 20 words.
- The client list mentions at least nine other clients and no special emphasis is placed on the ODA.
- The client list is not at beginning of publication.
- No London 2012 logo or images are used.

Example:



King Daniels: Our Clients

Bally Borough - Bally Town Square: Working closely with Ballynahinch planners, a dynamic town centre has been designed for the site of the historic Youngs brewery.

Bateman Development - Stena Wharf: This riverside development on the site of a grain silo provides 12 high quality apartments.

Batter Institute - Main campus: Design for this school evolves from teachers' desire to see everything from one place with each faculty.

Cliffs Property - Cliffs Office Park: The five buildings are conceived as a family with a consistent approach to the use of materials and detailing.

Derry Tourism - Visitor Bureau: Based on winning design, we commissioned by to develop a proposal for the Visitor Centre and Convention facilities.

Dockworth FC - Tave Durner Sports Centre: A 60,000 seat stadium for Dockworth football club. The 180m diameter arena could be used for concerts, festivals, and exhibitions.

Huston & Edwards - Huwed House: The Corn Exchange is situated in the historic university city of Bendigo and is an impressive example of Victorian architecture.

Johnson Development - Greysteel Regeneration Project: The scheme takes advantage of an opportunity to re-integrate Birmingham Eastside with the existing city centre.

Land Wood - Wolden Plaza: Development comprising 35,000sqm of mixed use space with a 12 screen cinema, fourteen retail units, and five restaurants.

Olympic Delivery Authority - Olympic Park: Working with the ODA to develop Olympic Park facilities set in a landscape through which visitors will pass.

Preston and Associates - Head Office: Design and construction of the organisation's new head office, catering for 5,000 employees as well as first class retail space.

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5. Pitch/tender documents

General rule: Statements about their work in relation to the Games in pitch documents.

This example is permitted because:

- Permission was sought from the London 2012 Organising Committee.
- The information is included with similar information about other work/clients.
- The 'Olympic' factor is not unduly emphasised.
- There is no use of the London 2012 logo or other Games-related marks.
- Imagery of the ODA exhibition stand (which was created by the Supplier) is used with permission.

Example:

KPM Design	KPM Design
Pitch for Atlas Plumbing	KPM is a global provider of design and management services for exhibitions, experiences, interiors, conferences and events.
CONTENTS Introduction..... 1 Our Methodology..... 2 Brand Belief..... 4 Consumer Analysis..... 6 Creative Strategy..... 8 Implementation..... 10 - Development..... 11 - Advertising..... 12 - Trade Promotion..... 13 - PR..... 13 Market Review..... 14 - Case studies..... 14 Evaluation..... 16 Summary..... 18 Team Structure..... 19 Fee Proposal..... 21	<p>We provide innovative design solutions that communicate the values of your brand and your company, creating the optimum environment for promoting your product. We manage both the creative and executional processes from initial brief, concept and design, through to production and implementation of the finished product. The ability to understand and interpret brand values is a KPM core competence.</p>  <p>A New Identity for The Centre KPM Design was appointed to develop a new ethos, identity and all collateral proposals to provide a platform from which to launch Capital and Regional's new company 'The Centre'. This promoted a new standard, 'Live Life'. EcoCentre is a new company launched by The Mall Corporation in partnership with leading environmental organisations in the UK. KPM Design designed and created an exhibition stand for the launch with the key objective of raising awareness among all stakeholders including retailers and suppliers. We have expanded our role with The Centre Corporation over the years and are now responsible for their presence at a number of exhibitions throughout the year both in the UK and Europe.</p> <p>Standing Tall at the Planet Venus Forum KPM played a major role at this year's Planet Venus Forum. KPM Design was commissioned to build several stands including Henderson Consulting, Jensen and Associates, Minnold Johnson Construction, The Olympic Delivery Authority and Young & Young Architects. KPM Design illustrated its ability to deliver highly technical displays on time and within budget. The Henderson Consulting stand consisted of a 4 metre company branded fish tank with rare African marine fish, a first for KPM Design. The ODA stand consisted of a 3m x 2m plasma wall, interactive touch screen information displays, a 3 dimensional model of the London 2012 venues and a heavy schedule of discussions sessions with key members of the ODA board.</p>
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6. Pitch/tender documents

General rule: Suppliers can, subject to certain provisos and with written consent, include factual statements about their work in relation to the Games in pitch documents.

This example is not permitted because:

- The information is not included with similar information about other work/clients.
- The 'Olympic' factor is unduly emphasised through use of the colours of the Olympic symbol and Games imagery etc.
- London 2012 imagery is used without permission.

Example:


KPM Design

Pitch for Atlas Plumbing

CONTENTS

Introduction.....	1
Our Methodology.....	2
Brand Belief.....	4
Consumer Analysis.....	6
Creative Strategy.....	8
Implementation.....	10
- Development.....	11
- Advertising.....	12
- Trade Promotion.....	13
- PR.....	13
Market Review.....	14
- Case study: Olympics.....	14
Evaluation.....	16
Summary.....	18
Team Structure.....	19
Fee Proposal.....	21

Feswick Design: Recent work



Feswick Design led a multi-disciplinary team that includes Johnson & Partners, First Office Architects, and Leo & Dawson to deliver a regeneration framework for the Lower Lea Valley to support London's bid for hosting the Olympic Games in London, as well as providing a sustainable legacy for the area. Through the design of leading edge venues and a world class schedule of cultural events, London will set the platform for the 2012 Olympic Games and Paralympic Games. The facilities within the Olympic Park will be set in an interactive landscape, where visitors will interact with each other amongst venues, gather around video screens, or find quiet places to picnic near the water's edge. The Games initiates one of the largest and most significant urban regeneration projects ever undertaken in the UK incorporating existing aspirations for the surrounding area and extensive public consultation. The real success of the plans was the close integration of multiple social, environmental, transport, planning, and design issues into a clear and simple strategy.

The Legacy will provide 9,100 new homes, thousands of permanent jobs, and a major parkland along the River Lea, linking Hackney Marshes with the Thames. The new park system will also create 66% more publicly-accessible open space. A number of Olympic venues, including the main stadium, velodrome and Aquatics Centre, will be retained as major assets.

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7. Statements/Case Studies about work undertaken

General rule: Suppliers may, with written consent and subject to certain provisos, include a statement about the work they have undertaken in relation to the Games in some corporate literature etc.

This example is permitted because:

- Permission was sought from the London 2012 Organising Committee.
- The statement contains no more than 150 words relating to work undertaken on the Games.
- The information appears with at least five other examples of work undertaken for other clients, equally weighted.
- The description of work undertaken does not contain any embellishment with regard to service provided.

Example:

King Daniels: Recent work		King Daniels: Recent work	
			
King Daniels was awarded the contract for new Shoretrust Bank Campus, coinciding with the announcement by Shoretrust that it will move approximately 6000 employees to new purpose built offices at Henningway City. The two new buildings will create 34,000 square metres of A-grade campus style office space across two seven storey buildings connected by sky bridges. The buildings will utilise full height atriums with wintergardens to maximise natural light penetration and create a dynamic workplace environment.	In partnership with Dofu Special Economic Zone, King Daniels developed the Dofu region in Southern Hainan province. Dofu Park is located 22 kilometres from Tokyo. It is a fully planned, 800-hectare residential community destined to be home to some 25,000 people by 2016. Dofu Park is made up of a series of villages situated amongst green open spaces and water features. A 118-hectare Town Centre is being developed around a recreational lake providing a focal point for the community.	The 2008 Global Construction Summit, Innovating for Excellence: Opportunities for Global Players was held in Beijing from the 7 th - 9 th August. This year, Chair of the Americas region, Peter Peterson, represented King Daniels to deliver the keynote speech at the conference. The event, co-hosted by McDonald Construction and China International Contractors Association, is a high profile event held every year in Beijing which attracts major attention from local industry as well as from international companies.	King Daniels was appointed the contract to design and construct New Zealand's largest office building on Auckland's Kōwhiri River for Fundshare Bank. The new world-class building will provide 87,000 square metres of modern office accommodation with retail facilities for 6,800 Fundshare Bank employees. King Daniels has been appointed to project manage, design and construct the \$377 million commercial building. The development is set to become a new focal point for Auckland and the Kōwhiri River precinct.
			
King Daniels' plan for Mazhong city integrates spatial hierarchy with landscape and riverfront development for this famous city. Mazhong played a major role in connecting Suzhou with Shanghai and has created an exciting lifestyle for people who live along its shores. A unique micro-city characterises the landscape master plan, which incorporates open space into neighbourhood areas and provides a setting for modern architecture within a historic environmental context.	King Daniels led a multi-disciplinary team that includes MQC Building, Hudson Architects, and Ality & Co to deliver a regeneration framework for Vision Valley to support London's bid for hosting the Olympic Games in London, as well as providing a sustainable legacy for the area. As the chosen host for the 2012 Olympic Games and Paralympic Games, London must deliver its bid promise to host a sustainable Games with venues with iconic architecture and planned legacy.	King Daniels is managing the abatement, demolition and construction of the military housing, as well as site improvements and underground utilities at Morrison Terrace. The 171 new three- and four-bedroom homes, ranging from 1,692 to 2,704 square feet feature a minimum of two bathrooms, central heat and air conditioning, and two-car garages. Twenty-one of the 171 new homes will be single-family homes with the remaining 150 as two-family homes.	King Daniels provided an ethnographic overview and assessment of the Gairloch National Park, located on the south-eastern coast of Co. Down. The overarching goal of this project was to identify communities traditionally associated with the park, and to compile existing ethnographic information on the present and recent cultures of those communities and their ties to park resources.


8. Statements/Case studies about work undertaken

General rule: Suppliers may, with written consent and subject to certain provisos, include a statement about the work they have undertaken in relation to the Games in some corporate literature.

This example is not permitted because:

- There are less than five other examples of work referred to.
- The London 2012 logo is used.
- There is unauthorised use of Games/London 2012 images.
- The nature of work supplied is embellished and inaccurate.
- More than 150 words are used to describe the work undertaken on the Games.

Example:



Feswick Design led a multi-disciplinary team that includes Johnson Inc., Fitch Office Architects, and Leo & Dawson to deliver a regeneration framework for the Lower Lea Valley to support London's bid for hosting the Olympic Games in London, as well as providing a sustainable legacy for the area. Through the design of leading edge venues and a world class schedule of cultural events, London will set the platform for the 2012 Olympic Games and Paralympic Games. The facilities within the Olympic Park will be set in an interactive landscape, where visitors will interact with each other amongst venues, gather around video screens, or find quiet places to picnic near the water's edge. The Games initiates one of the largest and most significant urban regeneration projects ever undertaken in the UK incorporating existing aspirations of the surrounding area and extensive public consultation. The real success of the plans was the close integration of multiple social, environmental, transport, planning, and design issues into a clear and simple strategy.

The Legacy will provide 9,100 new homes, thousands of permanent jobs, and a major parkland along the River Lea, linking Hackney Marshes with the Thames. The new park system will also create 66% more publicly-accessible open space. A number of Olympic venues, including the main stadium, velodrome and Aquatics Centre, will be retained as major assets.

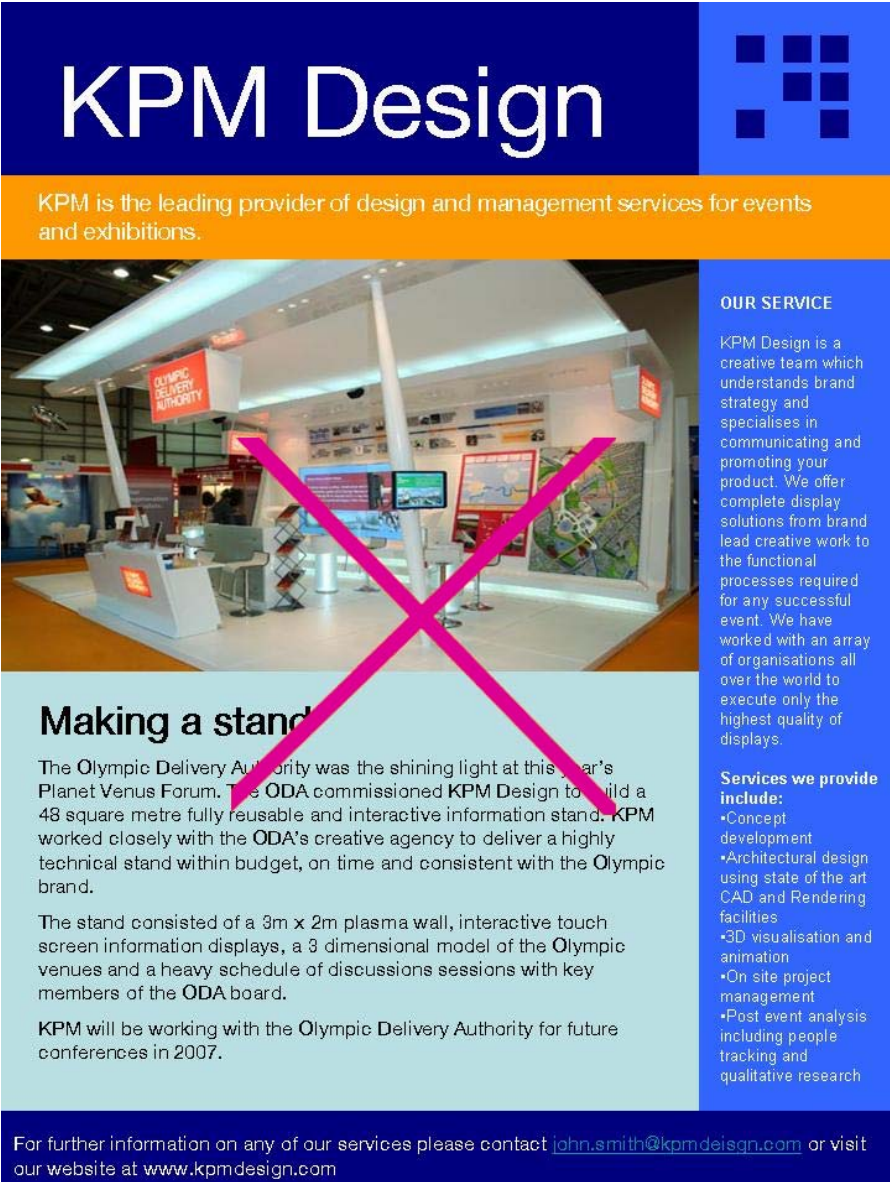
9. Statements/Case studies about work undertaken

General rule: Suppliers may, with written consent and subject to certain provisos, include a statement about the work they have undertaken in relation to the Games in some corporate literature.

This example is not permitted because:

- The reference to work undertaken is used prominently in marketing materials (front page of company newsletter/brochure).
- There are less than five other examples of work referred to.
- The nature of the services supplied is embellished and inaccurate.

Example:



KPM Design

KPM is the leading provider of design and management services for events and exhibitions.

OUR SERVICE

KPM Design is a creative team which understands brand strategy and specialises in communicating and promoting your product. We offer complete display solutions from brand lead creative work to the functional processes required for any successful event. We have worked with an array of organisations all over the world to execute only the highest quality of displays.

Services we provide include:

- Concept development
- Architectural design using state of the art CAD and Rendering facilities
- 3D visualisation and animation
- On site project management
- Post event analysis including people tracking and qualitative research

Making a stand

The Olympic Delivery Authority was the shining light at this year's Planet Venus Forum. The ODA commissioned KPM Design to build a 48 square metre fully reusable and interactive information stand. KPM worked closely with the ODA's creative agency to deliver a highly technical stand within budget, on time and consistent with the Olympic brand.

The stand consisted of a 3m x 2m plasma wall, interactive touch screen information displays, a 3 dimensional model of the Olympic venues and a heavy schedule of discussions sessions with key members of the ODA board.

KPM will be working with the Olympic Delivery Authority for future conferences in 2007.

For further information on any of our services please contact john.smith@kpmdesign.com or visit our website at www.kpmdesign.com

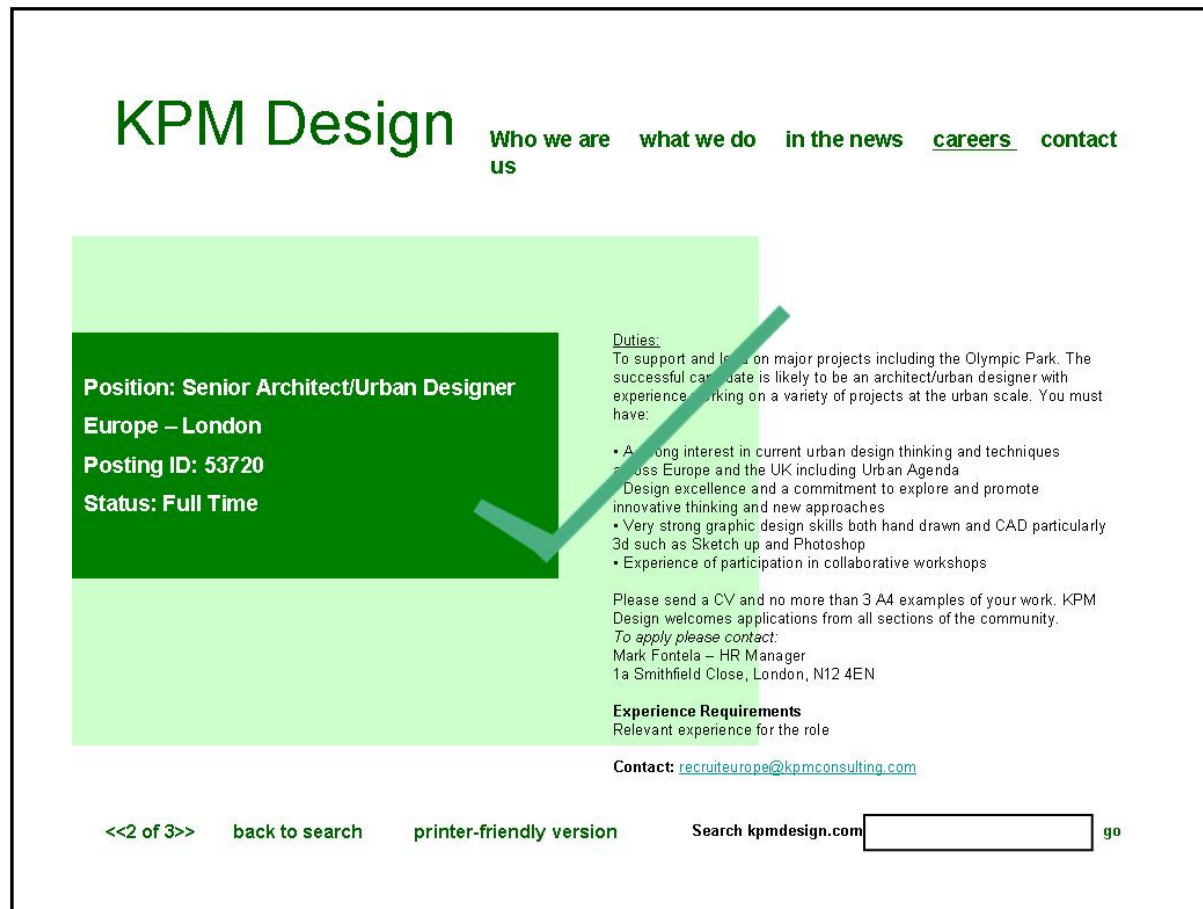
10. Recruitment advertising – web advertisement

General rule: Suppliers may, with written consent and subject to certain provisos, run job ads which make factual reference to the Games to explain the nature of the job.

Example:

This example is permitted because:

- Permission was sought from the London 2012 Organising Committee.
- The information is factual and is not 'Olympified' in any way through imagery or within the job title.
- No undue emphasis is placed on the Games.
- The information is important to explain the nature of the job being advertised.



KPM Design [Who we are](#) [what we do](#) [in the news](#) [careers](#) [contact us](#)

Position: Senior Architect/Urban Designer
Europe – London
Posting ID: 53720
Status: Full Time

Duties:
To support and lead on major projects including the Olympic Park. The successful candidate is likely to be an architect/urban designer with experience working on a variety of projects at the urban scale. You must have:

- A strong interest in current urban design thinking and techniques across Europe and the UK including Urban Agenda
- Design excellence and a commitment to explore and promote innovative thinking and new approaches
- Very strong graphic design skills both hand drawn and CAD particularly 3d such as Sketch up and Photoshop
- Experience of participation in collaborative workshops

Please send a CV and no more than 3 A4 examples of your work. KPM Design welcomes applications from all sections of the community.
To apply please contact:
Mark Fontela – HR Manager
1a Smithfield Close, London, N12 4EN

Experience Requirements
Relevant experience for the role

Contact: recruiteurope@kpmconsulting.com

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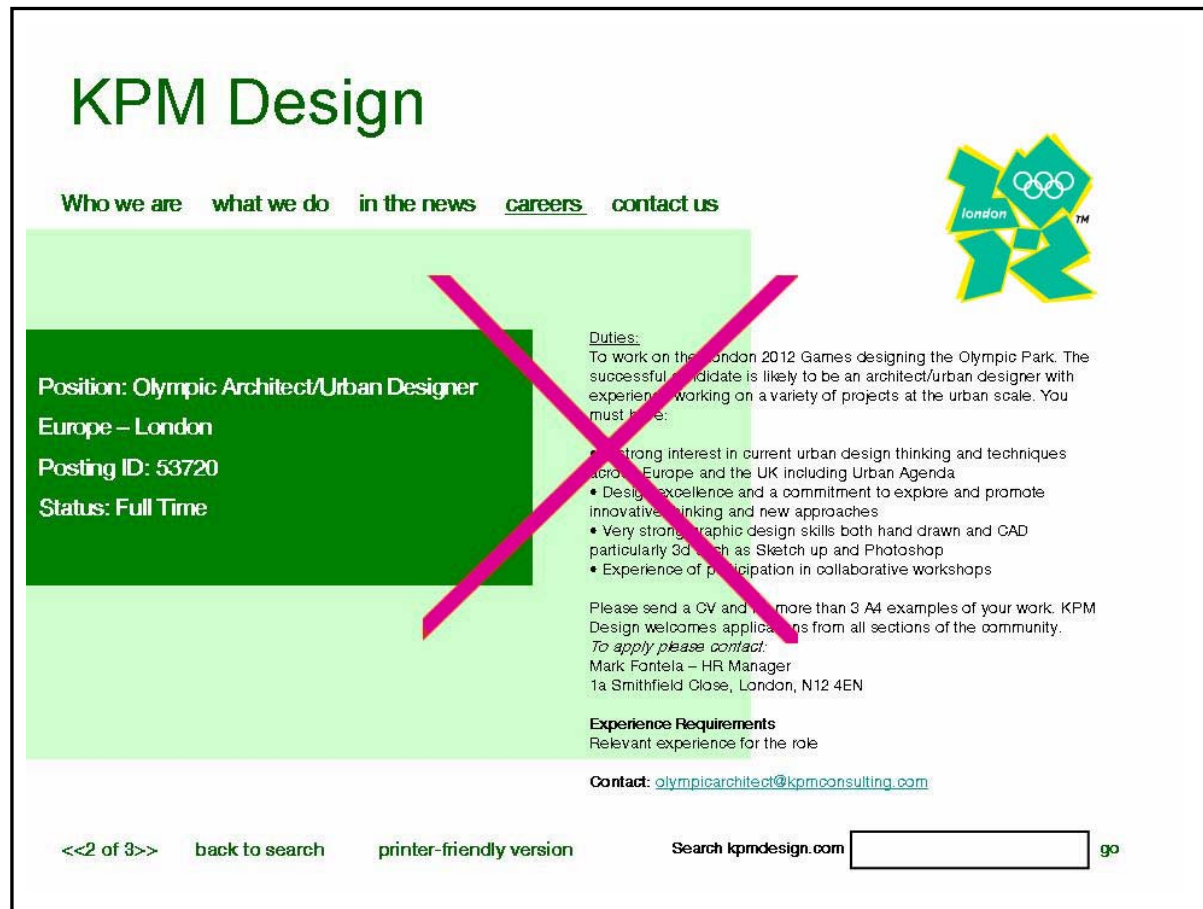
11. Recruitment advertising – web advertisement

General rule: Suppliers may, with written consent and subject to certain provisos, run job ads which make factual reference to the Games to explain the nature of the job.

This example is not permitted because:

- The advertisement is 'Olympified' by use of reference in job title.
- The advertisement implies that the position is for London 2012.
- The London 2012 logo is used.
- The contact email address has been 'Olympified'.

Example:



KPM Design

[Who we are](#) [what we do](#) [in the news](#) [careers](#) [contact us](#)

Position: Olympic Architect/Urban Designer
Europe – London
Posting ID: 53720
Status: Full Time

Duties:
To work on the London 2012 Games designing the Olympic Park. The successful candidate is likely to be an architect/urban designer with experience working on a variety of projects at the urban scale. You must have:

- A strong interest in current urban design thinking and techniques across Europe and the UK including Urban Agenda
- Design excellence and a commitment to explore and promote innovative thinking and new approaches
- Very strong graphic design skills both hand drawn and CAD particularly 3d such as Sketch up and Photoshop
- Experience of participation in collaborative workshops

Please send a CV and no more than 3 A4 examples of your work. KPM Design welcomes applications from all sections of the community.

To apply please contact:
Mark Fontela – HR Manager
1a Smithfield Close, London, N12 4EN

Experience Requirements
Relevant experience for the role

Contact: olympicarchitect@kpmconsulting.com

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12. Advertising and promotions - press advertisement

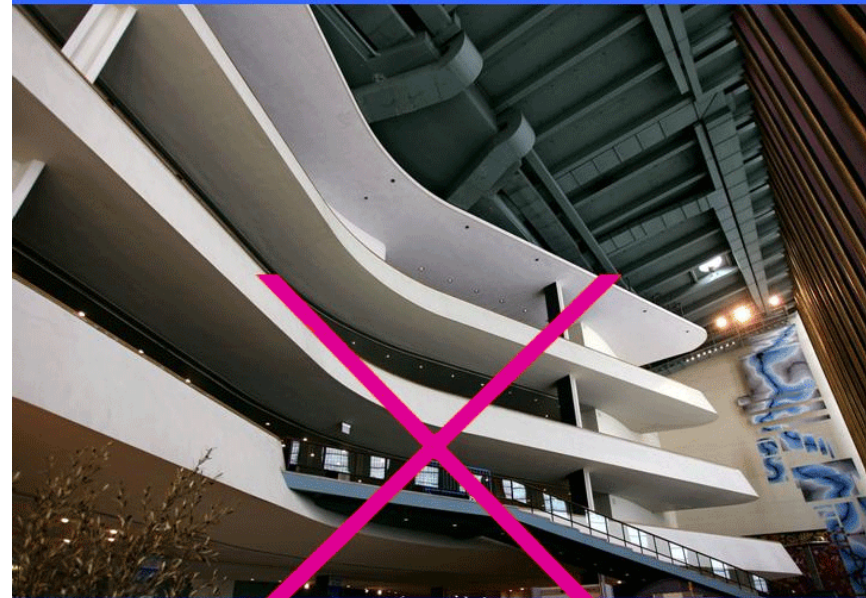
General rule: Suppliers must not run advertising, marketing or PR campaigns around their involvement in the Games.

This example is not permitted because:

- The advert refers to work undertaken on the Games.

Example:

Dynamic and leading edge designs...



Innovex is Europe's leading creative design agency, servicing the community for over 50 years. Our reputation is evident in over 200 award winning projects throughout the region with major clients such as Windman Docklands, Harris wharf and the Olympic Stadium for the London 2012 Olympic Games.

For more information, visit our website,
www.innovex.co.uk



13. Marketing events

General rule: Suppliers must not create marketing events with a Games-related theme.

This example is not permitted because:

- The topic of the marketing event is the Games.
- The Olympic Symbol is used.

Example:



14. Press releases

General rule: Suppliers must not issue press releases about their work in relation to the Games.

This example is not permitted because:

- The press releases is about the Supplier's involvement in the Games.
- NB. Suppliers' press releases about other projects must also not mention the Supplier's work on the Games or make reference to this in boiler plates.

Example:



MEDIA RELEASE

21st September 2006

FOR IMMEDIATE RELEASE

Statement issued by King Daniels Consortium (KDC)

OLYMPIC DELIVERY PARTNER ANNOUNCED

The Olympic Delivery Authority (ODA) today announced that the King Daniel Consortium (KDC) has been selected as the preferred bidder for the role of Delivery Partner.

The Delivery Partner will support the ODA in project managing the delivery programme for the venues and infrastructure for the 2012 Games.

ODA Chief Executive said "The winning team pairs the best of British industry with one of the world's largest engineering firms. The three companies in the consortia have, among others, worked on five previous Olympic and Paralympic Summer and Winter Games and are working on two forthcoming ones, and played key roles on successful UK construction projects including the delivery of the huge construction programme for Terminal 5 at Heathrow airport."

KDC Consortium is an ongoing partner of London 2012 and is extremely pleased to be working closely with the Olympic Delivery Authority over the next 6 years to develop all of the infrastructure for the London Games.

KDC will be responsible for project managing each of the world class facilities within the Olympic Park as well as several venues outside London. For more information on the services of KDC consortium, visit www.kingdanielsolympicconsortium.co.uk

Media Enquiries

Contact KDC Press Office on 020 3 5014 700 www.kingdaniels.com

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