

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 ("LOCOG").

Protected trade marks and designs:



**BRITISH OLYMPIC
ASSOCIATION**



The words: **London 2012 • 2012 • LOCOG • Javelin • Team GB • Games for a Connected World**

All of the above marks and words are protected either as registered trade marks, registered designs and/or by common law. Once they have been designed, other official marks of London 2012 will be registered as trade marks and/or as registered designs including Games' mascots and pictograms (depicting each sport). The bespoke London 2012 font, known as '2012 Headline', is also legally protected (see example below).

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

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 to LOCOG the London Olympic Association Right. It allows LOCOG to prevent people, without its authority, from creating an association between a business, goods or services and the London 2012 Olympic Games and/or Paralympic Games, including by use of the Listed Expressions.

The Listed Expressions are:

- **any two of the words in list A below**

OR

- **any word in list A with one or more of the words in list B below:**

- | | | | |
|----------|--|----------|--|
| A | <ul style="list-style-type: none">- Games- Two Thousand and Twelve- 2012- Twenty-Twelve | B | <ul style="list-style-type: none">- 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 audio or visual form. 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.

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 will be 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 www.london2012.com

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.

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