

Guidelines for the Use of Assets of Major Sporting Events

The Olympic Games™ and the FIFA World Cup™ are undoubtedly some of the most major sporting events attracting and engaging broad audiences worldwide. These events are seen by many as opportunities to highlight business and boost trade. However, what Siemens can and cannot do as a business and as individuals is heavily regulated by specific law. The following document outlines the regulations with regard to Olympic Assets as well as FIFA's Official Marks and gives guidance on the use of protected word marks and hashtags.

1 Use of Olympic Assets

The primary objective of the legislation is to prevent any business associating with the Olympic Games™ when the privilege has not been paid for. Since Siemens (or any of its associated companies) is not a sponsor of the Games, Siemens is not entitled to associate with the Games and need to ensure it complies with the relevant legislation. The rights to all assets are governed by the International Olympic Committee (IOC), who oversees that businesses comply so that the official sponsors get value for money from their sponsorship.

The IOC has brought to Siemens attention that the company has been making use of certain Olympic assets in its communications, which can give an impression of an official relationship (for instance sponsorship) that does not exist. These activities have been stopped and responsible individuals have been asked to remove the protected assets.

1.1 Rules

To ensure that Siemens does not inadvertently conflict with legislation, the next section includes a list of rules on how to comply.

Olympic emblems means Olympic symbols (the five interconnected rings) or any other emblem of any Olympic Games™ (including those relating to Pyeongchang 2018 Winter Olympic Games™, Buenos Aires 2018 Youth Olympic Games™, Tokyo 2020 Olympic Games™).

Olympic references means references to and use of terms as "Olympia", "Olympic", and "Olympics" or the word marks relating to any Olympic Games™ or other references to the Winter Olympic Games™ or Youth Olympic Games™, the IOC or any member of the Olympic Movement. Please note that "*Olympics*" is considered slang and is never used by official sponsors and partners.

To prevent legal action by IOC against Siemens, it is absolutely essential that all employees involved in communications are aware that Olympic assets are protected by trademark law and/or a special law for the protection of Olympic assets in each country and must not be used under any circumstances. All communications, governmental affairs, sales and marketing, digital and social media activities worldwide must follow these rules:

1. It is **NOT** allowed to use Olympic emblems at all. This includes all marks or symbols remotely and vaguely similar to the original ones.

2. It is **NOT** allowed to use Olympic references in any way that creates or implies a connection between Siemens and Olympic Games™, Winter Olympic Games™, Youth Olympic Games™, IOC or any other member of the Olympic Movement, or use goodwill of Olympic references.

This covers all advertising activities, including headlines, quotes or interviews, stand-alone versions, upper-case or any other different kind of writing. The same applies for job or department titles or projects including Olympic assets.

3. It is **NOT** allowed to conduct any commercial or institutional marketing activities (including trade promotions) that create, imply or refer to a direct or indirect association between Siemens and the Olympic Games™, Winter Olympic Games™, and Youth Olympic Games™, IOC or any other member of the Olympic Movement, that suggest that Siemens products, services or activities are in any way endorsed, selected, approved, warranted, preferred or regarded as "official" by IOC, the Olympic Games™, Winter Olympic Games™, Youth Olympic Games™ or any member of the Olympic Movement.

For more official information of the IOC please see:

<https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/Games/Winter-Games/Games-PyeongChang-2018-Winter-Olympic-Games/Media-Guide-for-PyeongChang-2018/Guide-Media-PyeongChang-2018.pdf>

1.2 Olympic Games™ in Siemens Communications Q&A

Why are there restrictions for the use of Olympics or Olympic Games™ in Siemens communications?

In nearly each country there is a law for the protection of the Olympic assets owned by the International Olympic Committee (IOC). Only sponsors of the IOC are allowed to use these assets to a certain extend. Siemens is not a sponsor.

What is not allowed and what restricted?

The use of the Olympic emblems is not allowed at all; the use of the Olympic references is restricted.

What could be used in written and oral statements?

Any correct description of a business case in a normal text without any eye-catching element as headlines and without any misleading impression of a relationship to the IOC or other Olympic organizations.

Allowed:

Siemens supplies trains to [Customer]. [Customer] is running the connection between Sochi and XYZ.

Not allowed:

Siemens supplies trains to the Winter Olympic Games™ 2020.

Is there a difference of using the Olympic assets for internal or external publications?

No, because internal communication should be handled as external communication.

What could be the consequences if Olympic assets are used in wrong way?

Siemens already received Cease and Desist Letters from the IOC and it is likely that Siemens will face preliminary injunctions or any other court order to immediately stop the infringing statements in case of repeated misuse of the Olympic symbols or designations.

What to do, when it comes to communication activities touching the Olympic topics?

- Double check the documents based on the guidelines and Q&A and align with experts at CT IP NM.
- Add advices to any briefings for management, experts etc. whenever needed.

2 Use of FIFA's Official Marks

The same rules basically apply to the FIFA World Cup™. FIFA is the owner of all rights in relation to the 2018 FIFA World Cup Russia™, which includes all media, marketing, licensing and ticketing rights. Any use of FIFA's Intellectual Property without prior written authorisation from FIFA may create an unauthorised association with the Event and/or FIFA.

2.1 Rules

Since Siemens is not an Official FIFA Partner or a FIFA World Cup™ Sponsor, FIFA's official logos, symbols and other graphics or trademarks may not be used on any communication also including social media. FIFA's Protected Terms (e.g. the event titles) may not be used by Siemens (or any of its associated companies) to create the impression that a company is related to the FIFA World Cup™ in any way. Only the parties involved with the FIFA World Cup™ and previously authorized may use such marks. Among them are the FIFA, the local organizing committee, government entities and trading partners of the FIFA, the host cities and the media for the purposes of news reporting. The use of such marks by other companies for commercial purposes, either by placing them into products or using them in advertising material is not allowed. The unauthorized use is an attempt to commercially benefit from the event. For all external communications or internal campaigns we recommend the term "Major Events". This is a generic term and is not directly or indirectly related to the FIFA World Cup™.

For more official information of the FIFA please see:

http://resources.fifa.com/mm/document/affederation/marketing/02/85/05/06/2018fifaworldcuppublicguidelines_en_aug2017_neutral.pdf

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3 Protected Word Marks and Hashtags:

3.1 Protected Olympic Word Marks

The following word marks are referred to as Olympic Properties and are protected against any unauthorized use including the use of any hashtag comprising of these word marks:

- Olympic(s)
- Olympian
- Olympic Games
- Olympiad
- Game of the Olympiad
- Citius, Altius, Fortius
- PyeongChang 2018 (or any other Host City + year)
- Passion. Connected. (or any other Olympic Motto)

This also applies for any language translations and other Olympic-related terminology.

3.2 Protected FIFA Word Marks

The following word marks have been protected by FIFA. The protection also includes the use of any hashtag comprising of these word marks:

- 2018 FIFA World Cup Russia™
- FIFA World Cup™
- FIFA™
- World Cup™
- Чемпионата мира по футболу FIFA™
- FIFA™
- COPA 2018™
- COPA MUNDIAL 2018™
- COUPE DU MONDE 2018™
- MUNDIAL 2018™
- MONDIALI 2018™
- RUSIA 2018™
- RUSSIA 2018™
- Россия 2018™
- WK 2018™
- WM 2018™
- Zabivaka™
- ЗАБИВАКА™
- Host City + year™ (e.g. Moscow 2018™)
- КУБОК КОНФЕДЕРАЦИЙ™
- FIFA Confederations Cup™

However the use of more generic hashtags cannot be stopped by FIFA and is recommended as a legitimate way without creating an unauthorized association:

- Generic hashtags: **#soccer, #Russia**
- Unofficial hashtags for each game: **#GERvsARG**
- Create your own hashtag: **#GoGermany**

Examples:

Not allowed:

Siemens high speed trains connect St. Petersburg and Moscow; both host cities of the #FIFAWorldCup2018.

Allowed:

Take the Siemens high speed train to travel from St. Petersburg and Moscow for #GERvsARG.