

Games of the XXIX Olympiad, Beijing 2008

Manufacturer Trademark Guidelines on equipment and clothing

FIE - Fencing

ITEM	APPLICATION OF MANUFACTURER TRADEMARK GUIDELINES
Clothing	
Fencing jacket	One manufacturer trademark per clothing item will be permitted, to a maximum size of 20 cm ²
Fencing pants	
Tracksuit	
Accessories	
Towel	One manufacturer trademark per accessory item will be permitted, to a maximum size of 6 cm ²
Gloves	
Equipment	
Sword	One manufacturer trademark per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ²
Mask	
Bag	
Shoes / Footwear	
Shoes	One manufacturer trademark per shoe (footwear) item will be permitted, to a maximum size of 6 cm ²

**GENERAL GUIDELINES CONCERNING
IDENTIFICATION OF THE MANUFACTURER ON
CLOTHING, EQUIPMENT AND ACCESSORIES**

GAMES OF THE XXIX OLYMPIAD, BEIJING 2008

1. General Principles

Pursuant to the Olympic Charter, no form of publicity or propaganda, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by the athletes or other participants in the Olympic Games, except for the identification of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.

These Guidelines aim at providing certain clarifications on how the *Identification of the Manufacturer* (as defined in Section 1.1) may be used (or not) in general and specific situations. These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of clothing, equipment and accessories as long as those are in conformity with the rules and regulations applicable for the Olympic sports concerned and these Guidelines.

Notwithstanding the above, these Guidelines are to be used subject to the understanding that (i) in case any term of these Guidelines is in contradiction with the Olympic Charter, the latter shall prevail and (ii) the IOC Executive Board shall be the sole authority to finally determine whether the use by a manufacturer of a name, designation, trademark, logo or any other distinctive sign complies with the Olympic Charter and these Guidelines.

1.1 Definitions

For the purpose of these Guidelines, the “*Identification of the Manufacturer*” shall mean the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of the item, including, in particular, but without limitation, *Exclusive Identifiers* (as defined below), whether registered or not.

For the purpose of these Guidelines, “*Exclusive Identifier(s)*” means any design or sign (or part or variation thereof) used by the manufacturer on clothing, equipment or accessories in the preceding edition of, respectively, the Games of the Olympiad and the Olympic Winter Games (i.e., *Exclusive Identifier(s)* can be used for one Games of the Olympiad and one Olympic Winter Games but must be changed before the following Games of the Olympiad or Olympic Winter Games, as the case may be).

1.2 Identification of the Manufacturer and third party markings

- The *Identification of the Manufacturer* may only appear on clothing, equipment and accessories in accordance with the specifications of these Guidelines.
- No identification other than that of the *Identification of the Manufacturer* may appear on any clothing, equipment and accessories.
- No other third party name, designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations, with the exception of IF officials who may wear the uniform and the emblem of their federations as

provided in the Olympic Charter) or any other distinctive sign may appear on any clothing, equipment and accessories. For the avoidance of doubt, this includes but is not limited to product component (e.g., water resistant fabric, insulation fabric, etc.) identifications and manufacturer product technology identifications, it being understood that product component and manufacturer product technology identifications may only appear (under the same restrictions as any ***Identification of the Manufacturer***) as stand-alone identifications, i.e. such identifications cannot appear if a clothing, equipment or accessory item is already identified with the clothing, accessory or equipment ***Identification of the Manufacturer***.

- Where the ***Identification of the Manufacturer*** is principally the mark of a non-sports product, such identification shall not be permitted.
- NOCs may, subject to the conditions in this manual, use the “Beijing 2008” emblem **or** the “Beijing 2008” wordmark on the NOC’s official, formal uniforms used for Team Welcome Ceremony, Opening, Closing and Medal Ceremonies.

1.3 Designs

- Designs of clothing, equipment and accessories must comply with the specifications of these Guidelines.
- ***Identification of the Manufacturer*** (including, in particular, ***Exclusive Identifiers***) or any portion or variations thereof (such as graphic and/or text that serve as concept extensions) cannot be used in designs (e.g., repetitions, extensions, distortions, watermarks, patterns, etc.) of clothing, equipment and accessories for the Olympic Games.
- For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are similar or identical to an ***Identification of the Manufacturer*** (including, in particular, ***Exclusive Identifiers***), may not be used in designs of clothing, equipment and accessories for the Olympic Games.

1.4 National colours, emblems and NOC marks

- The NOC should, where possible, use national colours and emblems, as well as NOC marks throughout all uniforms (as per the Olympic Charter), in order to visually enhance the national identity of the uniforms.

1.5 Responsibility for compliance with the Guidelines

- NOCs shall be responsible for ensuring all clothing, equipment and accessories worn or used by the members of their delegation comply with these Guidelines.
- Under the supervision of the IOC and with the support of OCOG personnel, the IFs, in accordance with Paragraph 1.6 to Rule 27 of the Olympic Charter, shall implement a system of enforcing the compliance of all clothing, equipment and accessories worn or used by athletes and officials in their respective sport.

1.6 Action in case of infringement of the Guidelines

- Any ***Identification of the Manufacturer*** (including, in particular, any usage of ***Exclusive Identifiers***) infringing upon these Guidelines shall be removed or covered in accordance with the instructions given by representatives of the IOC, OCOG or IF to the athlete or official.

- Any breach of these Guidelines may lead to disqualification of the athlete and/or official concerned, as well as other possible sanctions, in accordance with the decision of the IOC Executive Board, or in accordance with the technical rules of the respective sport.

2. Equipment

2.1 Definition of equipment category

- This category includes the personal, sport-specific and necessary equipment provided and used by athletes in the conduct of competition (e.g., boats, racquets and bicycles).

2.2 General regulation

- Pursuant to Rule 53, Bye-Law 1.2 of the Olympic Charter, one ***Identification of the Manufacturer*** per item will be permitted, not taking up more than 10% of the surface area of the item, with a maximum size of 60cm².

2.3 Exceptions to the general regulation

- In accordance with the technical requirements of the respective IFs, certain exceptions to equipment are permitted. See the Sport-by-Sport Section for details.

2.4 Ceremonies and press interview areas

- No hardware (equipment) may be taken by any athlete or official to any ceremony (including without limitation, medal presentation and/or flower ceremony) or interview areas, with the exception of the mixed zone where this is used as an egress from the field of play. In no case shall equipment brought into, or through, the mixed zone be deliberately or excessively promoted.

3. Clothing

3.1 Definition of clothing category

- This category includes the articles of clothing worn by athletes and other participants within accredited Olympic Games venues and sites.
- The specification of clothing articles for each sport is contained in the Sport-by-Sport Section.

3.2 General regulation

- Pursuant to Rule 53, Bye-Law 1.4 of the Olympic Charter, one ***Identification of the Manufacturer*** per clothing item will be permitted, with a maximum size of 20cm².

3.3 Exceptions to the general regulation

- *One-piece body suits*

Where one-piece body suits are used in competition, one ***Identification of the Manufacturer*** shall be permitted above the waist and one below the waist, in accordance with the maximum size noted above. However, these identifications shall not be placed immediately adjacent to each other.

4. Accessories

4.1 Definition of accessories category

- This category includes the articles of an accessory nature, worn or used by athletes and other participants within accredited Olympic Games venues and sites.

- Examples of articles in this category include, but are not limited to, gloves, sunglasses and eyewear, socks, towels, helmets and headwear. Detailed specifications of accessory items for each sport are contained in the Sport-by-Sport Section.

4.2 General regulation

- Pursuant to Rule 53, Bye-Law 1.3 of the Olympic Charter, one ***Identification of the Manufacturer*** per accessory item will be permitted, with a maximum size of 6cm².

4.3 Use of accessories

- All accessories must actually be worn or used by the athlete or official and may not be used for advertising purposes.

5. Footwear

5.1 Definition of footwear category

- This category includes all footwear worn by athletes and other participants within accredited Olympic Games venues and sites.

5.2 General regulations

- Pursuant to Rule 53, Bye-Law 1.5 of the Olympic Charter, one ***Identification of the Manufacturer*** per item will be permitted, with a maximum size of 6cm².
- The normal design pattern (even, in this case, if including an ***Exclusive Identifier***) of the manufacturer shall be permitted.
- The ***Identification of the Manufacturer*** may be incorporated as part of the normal design pattern or independent of the normal design pattern.

6. Approval Procedure

Manufacturers shall submit clothing, equipment and accessory designs to NOCs as well as to the IOC for written approval well in advance of the Olympic Games in accordance with the terms and conditions of the approval procedure which shall be communicated to all parties in 2007.