



For the Game. For the World.

Zurich, 22 April 2008  
Our Ref: Inf. 4933

By e-mail and Mail

**[www.worldcupblog.org](http://www.worldcupblog.org) - Unauthorised use of FIFA's Intellectual Property**

Dear Sirs,

The Fédération Internationale de Football Association (FIFA) is the world governing body of football and the organizer of all world championship football tournaments.

It has been brought to our attention that you are using an adapted version of the Official Emblem of the 2010 FIFA World Cup and the word mark SOUTH AFRICA 2010 in the logo / title banner of your website, [www.worldcupblog.org](http://www.worldcupblog.org):



A print out of your website is attached to this letter.

The 2010 FIFA World Cup will be extremely expensive to organise. The successful staging of the 2010 FIFA World Cup is only made possible by the significant financial investment made by the sponsors and licensees of the tournament. In consideration for their valuable contributions to the tournament, these companies are granted the exclusive right of association with the 2010 FIFA World Cup, particularly including use of the Official Emblem for the event. If this exclusivity is not respected, there is a risk that the tournament will fail to attract the necessary sponsorship. This in turn jeopardizes our ability to organise this event and our other football programs at all levels, thereby disappointing fans and participants all over the world.

In order to protect the marketing rights for the 2010 FIFA World Cup and safeguard our ability to attract sponsorship, the tournament trade marks and logos have been registered under laws of intellectual property around the world, including particularly the Official Emblem of the 2010 FIFA World Cup (including its constituent graphic elements) and the SOUTH AFRICA 2010 word mark.

This means that you are not permitted to use these marks in your logo or the title banner of your website. We do not have a problem with the use of word marks indicating FIFA's tournament – such as SOUTH AFRICA 2010 – as sub-titles of your website in order to indicate the content of your website to your visitors, provided that you do not use FIFA's word marks as part of your trade marks / logos.

We appreciate that you may not have been aware that companies such as yours, which do not have a formal licence from FIFA, cannot use the Official Emblem or the SOUTH AFRICA 2010 word mark in your logo. For this reason, we are writing to explain this to you and to politely request that you immediately refrain from using these FIFA marks in this way.

Please confirm your cooperation and confirmation that you have already ceased all use of the logo/words by signing this letter as indicated below and returning it to us as soon as possible before **3pm (C.E.T) Friday, 9<sup>th</sup> May 2008.**

We hope that you will co-operate with our requests and that we can settle this matter on a friendly basis but we regret to say that in the absence of your signed cooperation, we will have no choice but to take this matter further. For this reason we reserve all of FIFA's rights.

Yours faithfully,

Marco Villiger  
Director of Legal Affairs

Jörg Vollmüller  
Head of Commercial Legal