



## What you need to know... Winter Olympic Games 2018

January 2018

### Legal Protection of the Games Brand

The name, emblem, mascot, etc. of the PyeongChang 2018 Olympic and Paralympic Winter Games (the "Games") designated by the PyeongChang Organizing Committee for the 2018 Olympic & Paralympic Games (POCOG) are the "Games Brand," to which POCOG holds the rights.

Only POCOG, official sponsors, broadcasting right holders, licensees, and other non-commercial entities with approval, may use the Games Brand. POCOG protects the Games Brand through the *Special Act on Support for The 2018 Pyeongchang Olympic And Paralympic Winter Games*, Trademark Act, Unfair Competition and Prevention Act, and other related laws and regulations.

Using POCOG designated insignia, mascots, or other Games related symbols, marks, designs, slogans, music, or similar, without POCOG's prior approval shall be punished by imprisonment not exceeding five years or by a fine of fifty million won or less.

The Games Brand can be used without POCOG approval if

- A registered right-holder under the Trademark Act or the Design Protection Act uses such symbols.
- Such symbols are used with the approval of the IOC or the IPC.
- Such symbols are used for news reports or education.

Using a title that is the same as or similar to "the PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games" may be punished by a maximum fine of five million won.

### With POCOG approval granted

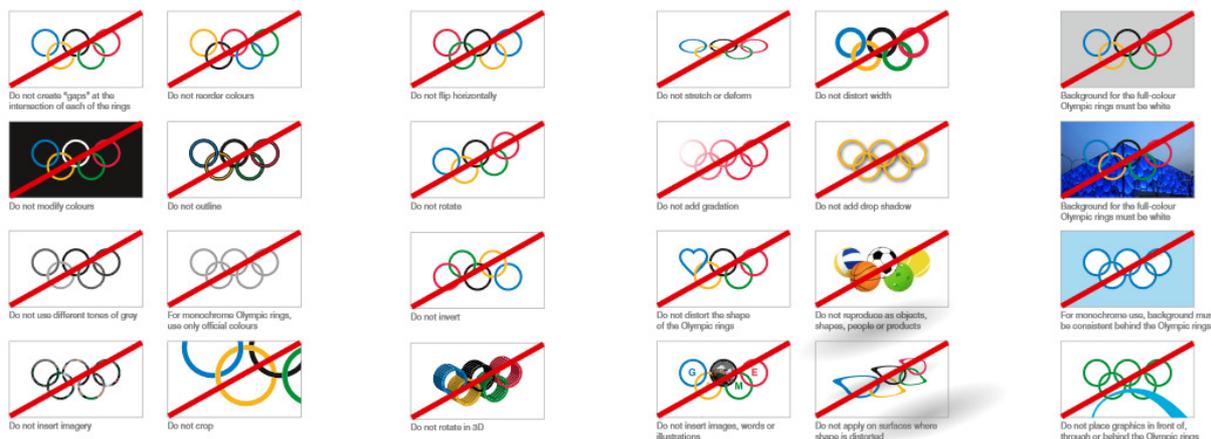
Any use of the Games Brand other than above mentioned editorial will need to be approved by POCOG. Particularly, commercial use which is only permitted to POCOG selected official sponsors through the marketing programme.

### Integrity of the Olympic properties

The integrity of the Olympic Properties, including the Olympic Rings, must be maintained. To this effect, the Olympic Properties, including the Olympic rings, cannot be altered or distorted, or used in a way that is not relevant to the piece or the context they are used. For example, using Olympic properties in an article which has no relevance to the Olympic Games is prohibited.

## Common misuses of the Olympic Rings

1. The rings should never be altered in any way, including modifying the official colours or the order of the colours;
2. Must always be reproduced horizontally, with 3 rings on the top and 2 rings on the bottom
3. The rings must always be visible in their entirety and should never be distorted in any way.
4. The background on which the rings appear must ensure maximum visibility.



## Editorial

Media Organisations may reproduce the Olympic Properties solely in an editorial context within their publication for legitimate news reporting purposes, thereby providing factual reference and information on the Olympic Games. In particular, the Olympic Properties may be used to illustrate news stories related to the Olympic Games.

However, the Olympic Properties must not be used for commercial or corporate purposes, in advertising or otherwise in any form of commercial content or context to promote any entity, brand, product or service, including that of the Media Organisations or otherwise to create any form of official or non-official association.

The Olympic Properties must not be used in a way that suggests a formal or official association between the Media Organisations or any third parties, brands, products or services and the IOC, the Organising Committees for the Olympic Games, the Olympic Games, other members of the Olympic Family or the Olympic Movement (e.g. in advertorials or promotional campaigns for the Media Organisations or any third parties).

## Mastheads/footers

To avoid creating or implying a false association with the IOC, the Olympic Games or the Olympic Movement, the Olympic Properties must not be incorporated into the mastheads or footers of a publication or screen view page of a website and/or social media account.

However, the use of the Olympic Properties to illustrate the editorial coverage of the Olympic Games, but separate from the original masthead or footer bar of a publication, a screen view page of a website and/or a social media account, is acceptable.

## Sponsorship, advertisements and promotions featured on an editorial content page

Third-party advertisements or promotions which feature on an editorial-content page related to the Olympic Games are permitted. Sponsorship of any Olympic content (e.g. an Olympic results table) is not permitted unless it is that of an Olympic Partner with the prior approval of the IOC.

However, third-party advertising should remain clearly distinct and separate from any editorial piece and from any Olympic Properties to avoid any false association with the IOC, the Olympic Games and/or the Olympic Movement. This includes, without limitation, any advertising or promotion which overlaps, is intrusive to, or is superimposed on the reproduction or presentation of the editorial piece or the Olympic Properties.

Media Organisations must not associate or represent themselves as being an official, selected, approved, warranted, preferred or consented partner of the IOC, the Olympic Games or the Olympic Movement, nor serve any advertising, offer or sell any promotional or commercial opportunity, including but not limited to sponsorship, to any third party in relation to Olympic Properties or the Olympic Games.

***Presentation and impression will be key.***

### Olympic Games supplements

A supplement or special edition of a newspaper or magazine, devoted to the coverage of the Olympic Games, is permitted.

However, the supplement must be identified as a one-off issue of the parent newspaper/magazine, to avoid giving the false impression that it could be an official or authorised publication of the IOC or another Olympic entity.

Olympic Games supplements must not be sponsored by companies other than the Olympic Partners subject to the prior written approval of the IOC.

A take-over of all advertising space within the supplement which offers an advertiser exclusivity is not permitted, as this will give the impression of an official association between the advertiser and the Olympic Games. Olympic Partners may be permitted subject to the prior written approval of the IOC.

### List of the Games Brand

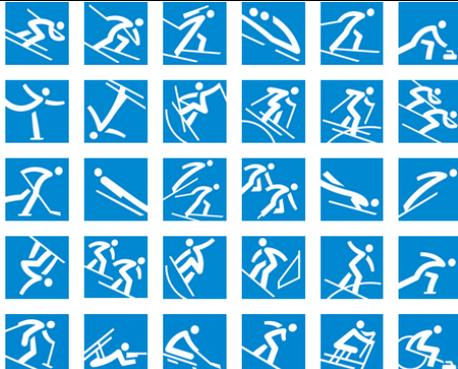
#### International Olympic Committee (IOC)

Emblem	
Word Marks	<p>올림픽(Olympic),          올림피안(Olympian),          올림피아드(Games of the Olympiad),          보다 빨리, 보다 높이, 보다 힘차게 (Citius, Altius, Fortius)</p>

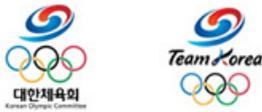
**International Paralympic Committee (IPC)**

Emblem	
Word Marks	패럴림픽(Paralympic), 패럴림피안(Paralympian), 패럴림피아드(Paralympiad), 역동하는 혼(Spirit in Motion)

**The PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games (POCOG)**

Emblems	
Word Marks	평창2018, PyeongChang2018, 2018평창, 2018PyeongChang, 2018평창동계올림픽·패럴림픽대회, 하나된 열정 (Passion. Connected.)
Mascot	
Sub Brand	
Pictograms	

**Korean Olympic Committee (KOC)**

Emblem	
Word Marks	세계를 향해 최고가 되는 대한민국 (To the World Be the Best) 국가대표 (Team Korea)

**Korean Paralympic Committee (KPC)**

Emblem	
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**Other Games-related Intellectual Properties**

POCOG-designated emblem, mascots, medals, diplomas, slogan, theme song, pictogram, Games flag, Olympic coin and stamps, official publications, poster and uniform designs, Look of the Games. Any marks, design, slogan, music including any symbol above and any items similar to any symbol above.