

## Use of FIFA IP: What's Protected and What's Off Limits

Only official FIFA licensees and rights holders may use protected marks for commercial purposes. Businesses and organizations must not use, display or distribute materials with tournament logos, wordmarks, mascots or other protected IP on merchandise, signage, ads, or promotions unless they are legally permitted to do so.

The below chart includes protected marks that should **never** be used without authorization from FIFA. When in doubt, speak with your legal counsel or visit the [FIFA Brand Protection Guidelines website](#).

IP CATEGORY	EXAMPLES OF PROTECTED IP
Logos / Emblems	Official tournament logo, Toronto Host City logo, trophy symbol
Visuals	Official Host City poster, trophy, mascot, match ball, official designs
Wordmarks / Phrases	"FIFA," "World Cup," "FIFA World Cup 26™", "FIFA World Cup 26™ Toronto"
Slogans / Mottos	"We Are 26™," "We Are Toronto™"