

**METHODOLOGY
FOR USE
OF OLYMPIC
PROPERTIES
AND PROTECTED
DESIGNATIONS
OF CZECH OLYMPIC
COMMITTEE**



2021

PREAMBULE

In order to promote the idea and spirit of the Olympic Movement, as the instrument of peaceful understanding and cooperation between nations, the role of the International and National Olympic Committees, as governing bodies of the Olympic Movement, and ensure obligations arising therefrom, the following methodology has been issued by the Czech Olympic Committee.

This methodology is based on Act No. 60/2000 Coll., on Protection of Olympic Properties.

The purpose of this methodology is to define rights and obligations of the use of the Olympic properties and emblems defined in this methodology and protect them against misuse. The purpose of this methodology is also to protect the reputation of the Czech Olympic Committee and promote the Olympic Games and the idea of Olympism in general. This methodology also defines violations of the rules of the use of Olympic properties and emblems and establishes the manner of the inspection of compliance with the permitted use. This methodology for the use of the Olympic properties and emblems is effective for the Olympic cycle 2021-2024, i.e. from 1 January 2021 to 31 December 2024. The Czech Olympic Committee reserves the right to amend or replace this methodology with a new methodology at any time always by a unilateral declaration. This methodology is published on the official website of the Czech Olympic Committee and is binding on all entities concerned, namely on persons who have been granted authorisation to use the Olympic properties and/or the Olympic emblems.



TABLE OF CONTENTS

1. Definitions of terms - - -	4
2. Protection of Olympic properties and emblems under generally binding legal regulations - - -	8
3. Subject of protection and rules of its use under this methodology - - -	9
4. IOC rules of use of Olympic properties and emblems - - -	10
5. Special rules of use of Olympic properties and emblems of the XXIV Olympic Winter Games in Beijing 2022 (“Beijing 2022”) - - -	12
6. Special rules of use of Olympic properties and emblems of the Games of the XXXIII Olympiad in Paris 2024 (“Paris 2024”) - - -	13
7. Special rules of use of Olympic properties, emblems, and properties of COC - - -	14
8. Intellectual property rights to recordings made at Olympic Games - - -	15
9. Inspection of observation and legal consequences of breaching rules of use of Olympic properties and emblems - - -	16
10. Examples of commercial use of Olympic properties / documents from Olympic Games - - -	17
11. Logo board of Partners of COC - - -	18
12. List of schedules - - -	19
Schedule 1 - OLYMPIC SYMBOL - - -	20
Schedule 2 - OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF IOC - - -	21
Schedule 3 - OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC - - -	22, 23, 24, 25, 26
Schedule 4 - PROTECTED DESIGNATIONS OF CZECH OLYMPIC COMMITTEE - - -	27



1. DEFINITIONS OF TERMS

Terms used in this Methodology have the following meaning:

“CCO”

means the Czech Club of Olympians. The CCO is one of the oldest clubs of Olympians in the World Olympians Association, and its constitution is dated to 10 June 1975. The CCO is constituted according to the Articles of Association of the COC as its independent unit without a legal personality with its registered office in Prague. It is a venue of social and ideological meetings of participants to the Olympic Games. The main mission and content of activities of the CCO is to support ideas of the Olympism and the Olympic Charter, increase the level of development of physical and moral qualities of athletes;

“CO”

means the company Česká olympijská a.s., ID No.: 25268708, with its registered office at Prague 10, Benešovská 6, Postal Code: 101 00, which is registered in the Commercial Register kept by the Municipal Court in Prague under file number of Section B, Insert 5522. Starting from 1997, ČO has been the official marketing agency of the Czech Olympic Committee. Its 100% shareholder is the Czech Olympic Committee. The subject of its activities are business, marketing, and advertising activities, which are realized in connection with the promotion of the Olympic properties and the Olympic ideas. The company Česká olympijská a.s. is empowered by the Czech Olympic Committee, apart from other matters, to grant the right to use the Olympic properties and emblems to third parties for marketing purposes and grant the right to use the protected properties of the COC, as well as to the protection and enforcement of claims related to the breach of use of the Olympic properties and/or properties of COC. The company Česká olympijská a.s. participates in the arrangement of the participation of the Czech Team in the Olympic Games and in material facilities of its preparation;

“COA”

means the Czech Olympic Academy. The COA is constituted according to the Articles of Association of the COC as its independent unit without the legal personality. In the spirit of the principle of the International Olympic Academy, the COA is the scientific, study, information, and promotion centre of the Olympic Movement in the Czech Republic. The COA has its registered office at Prague 10, Benešovská 6;

“COT”

means the Czech Olympic Team;

“COC”

means the Czech Olympic Committee, ID No.: 48546607, with its registered office at Prague 10, Benešovská 6, Postal Code: 101 00. The COC is the association within the meaning of Act No. 89/2012 Coll., Civil Code, as amended. On the basis of the recognition by the International Olympic Committee, the COC is the only entity authorised to manage the Olympic Movement in the Czech Republic. The COC represents the Czech Republic in the international Olympic Movement and arranges the representation of the Czech Republic at the Olympic Games and other events organised by the International Olympic Committee and the National Olympic Committees. The COC associates sport federations, sports of which are on the program of the Olympic Games, and other sport federations, members of international sport federations recognised by the IOC. Further, the COC associates citizens of the Czech Republic, as well as legal entities with their registered office in the Czech Republic who support the Olympic Movement;

“CTA”

means the Czech Trainer Academy, which is constituted according to the Articles of Association of the COC as its independent unit without the legal personality. The main mission and purpose of the CTA is the professional activity provided to trainers in the matter of education, professional publication activity, with the objective of improving the image of trainer activities. The CTA has its registered office at the registered office of the COC;

“PROTECTED DESIGNATIONS OF COC”

mean institutional and commercial logos, emblems, and other designations of the COC, its units, technical sections, and projects depicted below. The protected designations of the COC are protected by Act No. 441/2003 Coll., on Trade Marks, as amended, and other valid and effective legal regulations;

“METHODOLOGY”

means this Methodology for the use of the Olympic properties and emblems (the “Methodology for Use of Olympic Properties”), issued by the COC;

“IOC”

means the International Olympic Committee with its registered office at Château de Vidy, Case Postale 356, 1007 Lausanne, Switzerland;

“NOC”

means the National Olympic Committee of the relevant country;

“OCOG”

means the Organising Committee for the Olympic Games;

“OLYMPIC GAMES”

means the Olympic Games;

“OLYMPIC EMBLEM”

means the integrated design combining the Olympic rings with another significant component. The Olympic emblem includes logos of the COT, COC, CCO, ČO, the logo of the Czech Club of Fair Play, COA, CTA, and the OCOG;

The proposal of any Olympic emblem must be submitted for the approval to the to the IOC Executive Board before its use. The Olympic emblems, which have been approved so far, are depicted in Schedule No. 2 of this Methodology;

“OLYMPIC FESTIVAL”

Olympic Festival s.r.o. means the company Olympic Festival s.r.o., ID No.: 06323375, with its registered office at Prague 10, Benešovská 6, Postal Code: 101 00, which is registered in the Commercial Register kept by the Municipal Court in Prague under file number of Section C, Insert 280234, and its sole member is the COC. The COC instructed Olympic Festival s.r.o. to realize the project of the Olympic Festivals, which have been held since 2014 every two years at the time of the Olympic Games. The Olympic Festivals bring the atmosphere of the Olympic Games from remote venues of the Olympic Games to regions of the Czech Republic. The objective of the Olympic Festivals is to motivate their visitors to actively experience the Olympic Games through the opportunity to try various sports, watch broadcasts from the Olympic Games, and meet Czech athletes. The Olympic Festivals are projects of the COC that crossed national borders of the Czech Republic and became the international project. The Olympic Festivals are subject to a licence agreement between the IOC and the COC that defines their own rules of the use of the Olympic properties. Due to this licence agreement, Olympic Festival s.r.o. has exclusive rights intermediated (the mascot of the Olympic Games, branding of the



Olympic Games). Olympic Festival s.r.o. has to also ensure the observation of strict rule of the use of the Olympic properties of the relevant Olympic Games (the logo, name, mascot, graphics);

“OLYMPIC MOTTO”

means the Olympic motto “Citius, Altius, Fortius” that expresses the message with which the IOC addresses all people, who belong to the Olympic Movement, and invites them to excel in accordance with the Olympic spirit. The IOC is the exclusive holder of rights to the Olympic motto;

“OLYMPIC ANTHEM”

means the anthem approved by the IOC at its 55th Session in Tokyo in 1958, and its score is deposited in the registered office of the IOC. The IOC is the exclusive holder of rights to the Olympic anthem;

“OLYMPIC SYMBOL”

means the Olympic symbol that consists of five Olympic rings, it is used alone, in one, or in several colours. The rings have to be in blue, yellow, black, green, and red colours. The rings are interlaced from left to right. The blue, black, and red rings are situated at the top, the yellow and green rings at the bottom. This whole piece forms a regular trapezoid that is based on shorter basis. The official model is deposited in the registered office of the IOC, and it is depicted in Schedule No. 1 of this Methodology. The Olympic symbol represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games. The IOC is the exclusive holder of rights to the Olympic symbol;

“OLYMPIC PROPERTIES”

mean in accordance with Act No. 60/2000 Coll., on Protection of Olympic Properties: (i) the Olympic symbol, (ii) the Olympic flag, (iii) the Olympic motto, (iv) the Olympic flame, (v) the Olympic torch, (vi) the Olympic anthem, (vii) the Olympic emblems, (viii) the expressions “Olympic” and “Olympiad”. The Olympic properties are registered according to valid legal regulations and international conventions on the protection of industrial and intellectual property by which the Czech Republic is bound;

“OLYMPIC FLAG”

means the Olympic flag with a white background, with no border. The Olympic symbol in its five colours is located in its centre. The pattern and measurements must be identical to the flag presented by Pierre de Coubertin at the Paris Congress in 1914. The IOC is the exclusive holder of rights to the Olympic flag;

“Beijing 2022”

means the Organising Committee for the XXIV Olympic Winter Games held in Beijing in 2022;

“Paris 2024”

means the Organising Committee for the Games of the XXXIII Olympiad held in Paris in 2024;

“PROPERTIES OF COC”

mean the Properties of COC that are in particular the emblem and the flag of the COC. The COC may create other Olympic properties derived. The Properties of COC are registered as trade marks in the relevant register pursuant to Act No. 441/2003 Coll., on Trade Marks;

“ACT”

means Act No. 60/2000 Coll., on Protection of Olympic Properties;

“TERRITORY”

means the territory of the Czech Republic.





ČESKÝ OLYMPIJSKÝ VÝBOR

COMMERCIAL LOGOS

COMMERCIAL EMBLEMS



COC PROJECTS



IOC PROJECT

Olympijský festival



INSTITUTIONAL LOGOS

COC UNITS



COC TECHNICAL SECTIONS



2. PROTECTION OF OLYMPIC PROPERTIES AND EMBLEMS UNDER GENERALLY BINDING LEGAL REGULATIONS

Apart from this Methodology, the manner of the use and protection of the Olympic properties and emblems is regulated by the following legal regulations:

1. Act No. 60/2000 Coll., on Protection of Olympic Properties

1. The Act became effective on 1 May 2000 and regulates certain rights and obligations in connection with the use of the Olympic properties and protection against their misuse.
2. The Act defines the Olympic properties, which are (i) the Olympic symbol, (ii) the Olympic flag, (iii) the Olympic motto, (iv) the Olympic flame, (v) the Olympic torch, (vi) the Olympic anthem, (vii) the Olympic emblems, (viii) the expressions “Olympic” and “Olympiad” and confirms that the Olympic properties are registered according to valid legal regulations and international conventions on the protection of industrial and intellectual property by which the Czech Republic is bound.
3. In accordance with the provision of Section 3 of the Act, the Methodology hereby defines that any use of the Olympic properties for business, advertising, or other similar purposes is possible only on the basis of the prior written authorisation that may be granted only by the COC or ČO.
4. In accordance with the provision of Section 3 of the Act, the Methodology hereby further defines that it is prohibited to use any designation, which forms or contains the Olympic properties or any part thereof, without the prior written authorisation under part 2, paragraph 1, item 3 of this Methodology.
5. The Act establishes the power of the COC to also create other Olympic properties derived for which the part 2, paragraph 1, items 3 and 4 of this Methodology apply similarly.

2. Act No. 441/2003 Coll., on Trade Marks

1. This act is the general legal regulation of the protection of registered Olympic properties and emblems.

3. 3. SUBJECT OF PROTECTION AND RULES OF USE UNDER THIS METHODOLOGY

This Methodology protects and regulates rules of the use of the following properties and their depictions:

1. Properties and depictions whose holder of rights is the IOC:

- the Olympic symbol;
- the Olympic flag;
- the Olympic motto;
- the Olympic emblem;
- the Olympic anthem; and
- photographs, audio-visual (television) recordings made at the Olympic Games and photographs of participating athletes and members of accompanying teams.

2. Properties and depictions whose holder of rights is the OCOG Beijing 2022:

- the logo of the XXIV Olympic Winter Games in Beijing 2022;
- mascots of the XXIV Olympic Winter Games in Beijing 2022; and
- the word combinations of the “Olympic Winter Games Beijing 2022”, the “XXIV Olympic Winter Games”, the “Winter Games Beijing 2022”, and their other language versions or any parts of these word combinations, (Beijing 2022, etc.).

3. Properties and depictions whose holder of rights is the OCOG Paris 2024:

- the logo of the Games of the XXXIII Olympiad Paris 2024;
- mascots of the Games of the XXXIII Olympiad Paris 2024; and
- the word combinations of the “Summer Olympic Games Paris 2024”, the “XXXIII Summer Olympic Games”, the “Summer Games Paris 2024”, and their other language versions or any parts of these word combinations, (Paris 2024, etc.).

4. Properties and depictions whose holder of rights is the COC:

- the logo of the COC;
- the logo of the COT;
- the logo of the CCO;
- the logo of ČO;
- the logo of the Czech Club of Fair Play;
- the logo of the COA;
- the logo of the CTA;
- the mascot of the COT; and
- the word combinations of the “Czech Olympic Committee”, the “Czech Olympic Team”, the “Czech Club of Olympians”, “Česká olympijská a.s.”, the “Czech Club of Fair Play”, the “Competition of Fair Play”, the “Czech Olympic Academy”, the “Czech Trainer Academy”, or any parts of these word combinations.

5. This Methodology further relates to any designation and any other depiction in any form that forms or contains some of the Properties and designations stated in part 3, paragraphs 1, 2, 3, and 4 of this Methodology or their parts.

4. IOC RULES OF USE OF OLYMPIC PROPERTIES AND EMBLEMS

1. The IOC is authorized to take all appropriate and permitted measures in order to acquire the legal protection of the Olympic symbol, the Olympic flag, the Olympic motto, and the Olympic anthem on the national and international level. The IOC is the exclusive holder of rights to the Olympic symbol, the Olympic flag, the Olympic motto, and the Olympic anthem.
2. The COC may use rights arising from other Properties of IOC only in accordance with instructions of the IOC Executive Board. The IOC in cooperation of the COC supports the use of the Olympic symbol on postage stamps issued by the relevant state authorities; for this purpose, it may permit the use of the Olympic symbol under conditions defined by the IOC Executive Board.
3. The IOC may create one or more Olympic emblems that it may use at its own discretion. The Olympic emblem may also be created by the COC or by the OCOG. The IOC Executive Board may approve the proposal of the Olympic emblem if it acknowledges that no risk of confusion of such an emblem with the Olympic symbol or with other Olympic emblems exists.
4. The use of the Olympic symbol, the Olympic flag, the Olympic flame, the Olympic motto, and the Olympic anthem for any advertising, business, and profit-making purposes is reserved only to the IOC.
6. The Olympic symbol and the Olympic emblems of IOC may be used by the IOC or by a person authorised by the IOC in the Territory of the NOC if the following conditions are met:
 1. In relation to all sponsorship agreements, supplies, and business activities that are not further stated in the next item, under a condition that such a use will not cause serious harm to interests of the relevant NOC and that such a decision is adopted by the IOC Executive Board after a consultation with the NOC, which will receive the part of net proceeds of such a use.
 2. In relation to licence agreements, under a condition that that the NOC will receive at least one half of all net profits of such a use after the deduction of all taxes and expenditures related thereto. The NOC must be informed in advance of such a use.
 3. The IOC has the power to grant to entities, ensuring television broadcasting, the permission to use the Olympic symbol and the Olympic emblems of IOC and OCOG for the promotion of the Olympic Games. The provision of part 4, paragraph 5, item 1 and 2 are not applied in relation to such a permission.
- 6. Commercial use of emblems. The use of the Olympic emblem for any advertising, business, and profit-making purposes must be in compliance with conditions stated in this paragraph:**
 - a) Each NOC or OCOG, which intends to use its Olympic emblem for advertising, business, or profit-making purposes either directly or through a third party, must observe general rules (see above) and ensure their observance by such a third party as well.
 - b) All agreements or contracts valid in the Territory of the Czech Republic, including those that are entered into by the OCOG, are signed or approved in particular by the COC or, on the basis of its authorisation, by ČO. Such documents are governed by the following principles:

- the use of the Olympic emblem – the logo of the COC is valid only on the Territory of the Czech Republic; this emblem, as well as other Protected properties of COC that relate to the Olympism, must not be used for any advertising, business, or profit-making purposes on the territory of another NOC without the prior written consent of such a NOC and the COC or ČO;
 - the Olympic emblem of OCOG or other protected properties of OCOG that relate to the Olympism must not be used for any advertising, business, or profit-making purposes on the Territory of the Czech Republic without the prior written consent of the COC or, on the basis of its empowering, ČO;
 - the time of validity of any agreement entered into by the OCOG must not in any event exceed the date of 31 December of the year of holding the relevant Olympic Games;
 - the use of the Olympic emblem must contribute to the development of the Olympic Movement and must not affect its dignity;
 - any connection of the Olympic emblem with products or services is prohibited if it is not compatible with fundamental principles of the Olympic Charter or the role of the IOC as stated in the Olympic Charter;
 - upon the request of the IOC, the NOC or the OCOG will present the copy of each agreement to which it is a participant and the subject of which is the use of the Olympic properties.
- 7.** On the Territory of the Czech Republic, the COC is liable to the IOC for the observation of the above-stated rules and its implementing provisions. It is obliged to take measures for the prohibition of the use of the Olympic symbol, the Olympic flag, the Olympic motto, and the Olympic anthem that would be in conflict with such rules or their implementing provisions. Further, the COC is obliged to make effort for the acquisition of the protection of the “Olympic” and “Olympiad” designations and other language versions of such expressions to the benefit of the IOC.
- 8.** The COC may address the IOC at any time with a request for assistance in acquiring the above-stated protection of the Olympic symbol, the Olympic flag, the Olympic motto, the Olympic anthem, and within the resolution of all disputes that could be established with a third part in this matter.
- 9.** The COC may use the Olympic properties of IOC (i.e. the Olympic symbol, the Olympic flag, the Olympic motto, and the Olympic anthem) only within its non-profit-making activities under the assumption that such a use contributes to the development of the Olympic Movement and does not affect its dignity, and if the COC has the written consent of the IOC Executive Board.

5. SPECIAL RULES OF USE OF OLYMPIC PROPERTIES AND EMBLEMS OF XXIV OLYMPIC WINTER GAMES IN BEIJING 2022

1. The properties of the XXIV Olympic Winter Games in Beijing 2022 are the intellectual property of the OCOG Beijing 2022, and they are protected by the international copyright and rights connected with trade marks. The properties are formed by the logo and mascots of the Olympic Games, as well as, e.g. the word combinations of the “Winter Olympic Games Beijing 2022”, the “XXIV Winter Olympic Games”, “Winter Games 2022” in all language versions or any parts of these expressions.

These properties may be used for commercial purposes only by marketing partners of the OCOG Beijing 2022. The COC may, in accordance with rules of the OCOG Beijing 2022, use the properties for specific communication related to the Olympic Games; however, not for its own promotion or for other commercial purposes. However, even in this case, any association between the properties of the OCOG Beijing 2022 and a third party must not be created. Distribution to a third party is not permitted.

Any imitations are prohibited.

6. SPECIAL RULES OF USE OF OLYMPIC PROPERTIES AND EMBLEMS OF GAMES OF XXXIII OLYMPIAD IN PARIS 2024

1. The properties of the Games of XXXIII Olympiad Paris 2024 are the intellectual property of the OCOG Paris 2024, and they are protected by the international copyright and rights connected with trade marks. The properties are formed by the logo and mascots of the Olympic Games, as well as, e.g. the word combinations of the “Summer Olympic Games Paris 2024”, the “XXXIII Summer Olympic Games”, the “Summer Games Paris 2024” in all language versions or any parts of these expressions.

These properties may be used for commercial purposes only by marketing partners of the OCOG Paris 2024. The COC may, in accordance with rules of the OCOG Paris 2024, use the properties for specific communication related to the Olympic Games; however, not for its own promotion or for other commercial purposes. However, even in this case, any association between the properties Paris 2024 and a third party must not be created. Distribution to a third-party is not permitted.

Any imitations are prohibited.

7. SPECIAL RULES OF USE OF OLYMPIC PROPERTIES AND EMBLEMS OF COC

1. Without the prior written empowering of the COC or ČO, the Protected properties of COC may not be used

2. The Properties (emblems) of COC are:

- the logo of the COC;
- the logo COT;
- the logo of CCO;
- the logo of ČO;
- the logo of the Czech Club of Fair Play;
- the logo of COA;
- the logo of CTA;
- the mascot of COT; and
- the word expressions the “Czech Olympic Committee”, the “Czech Olympic Team”, the “Czech Club of Olympians”, “Česká olympijská a.s.”, the “Czech Club of Fair Play”, the “Competition of Fair Play”, the “Czech Olympic Academy”, the “Czech Trainer Academy” or any parts of these expressions.

3. Basic criteria for the use of the Protected properties of COC

1. The Protected properties of COC must not be used for the promotion of any product, service, or organisation, except for products or services of partners of the COT and the promotion of the partner of COT itself.
2. The Protected properties of COC must not be used for commercial purposes or for the designation of commercial publications or text, except for publications or texts of partners of the COT.
3. The Protected properties of COC must not be depicted on the clothing, except for the clothing of the COT and advertising clothing (T-shirts, etc.) of partners of the COT.
4. The Protected properties of COC must by always reproduced with correct colours and in accordance with the Graphical Manual, issued by ČO that is binding to all users.

4. Request for permission to use the Protected properties of COC

1. In order to ensure the correct use of the Protected properties of COC, before each use of said Protected properties of COC, a written request for consent to their use must be submitted to ČO, if such consent is not provided generally on the basis of a special marketing agreement.
2. The part of this request under this paragraph is the sample of the graphic form of the presentation the part of which the Protected properties of COC should be.
3. In the event of the approval of the request, the sample of the final version of the Protected properties of COC used has to be delivered to ČO.
4. In the event of the use of the logo of COC itself in articles in media and introductions for news coverage, it is sufficient to send the “template” once – of the common use of the logo of COC for approval.

8. INTELLECTUAL PROPERTY RIGHTS TO RECORDINGS MADE AT THE OLYMPIC GAMES

1. All rights to audio-visual materials from the Olympic Games are owned by the IOC (as it follows from the Olympic Charter, agreements signed with Discovery Communications on broadcasting rights from the Olympic Games, and agreements with accredited journalists and photographers).
2. All visual, audio, and photographic materials recorded at the Olympic Games, including photographs of athletes in the Olympic venues, may be used only for news coverage purposes and photographic publishing purposes within news coverage.
3. The basic condition of the use of the Olympic audio and visual materials for advertising purposes or for any commercial activities in any media or in any other manner is the written consent of the IOC. Without the prior written consent of the IOC acquired through ČO, the advertising use of the Olympic materials is strictly prohibited. Further condition is the settlement copyright and personality rights of each affected accredited athlete, trainer, member of the team at the Olympic Games who is recorded on the relevant Olympic material (without the settlement of these rights, any person, including the IOC, must not use the relevant material).
4. Within the sale of photographs from the Olympic Games or copyright to such photographs, the relevant photographer is obliged to inform a purchaser that a photograph taken at the Olympic Games, including photographs of athletes at the Olympic venues, may be used only for photographic publishing purposes within news and news coverage and that the use of such photographs for advertising purposes or for any commercial activity in any media and in any other manner is strictly prohibited without the prior written consent of the IOC.

During the whole time of the Olympic Games, an athlete, trainer, official, or another accredited participant to the Olympic Games must not be in any event accredited as a journalist or act so or to be affiliated to media in any other manner. Without the consent of the IOC Executive Board, any athlete, trainer, member of the team at the Olympic Games must not permit that their person, name, depiction, or sporting performance are used within the duration of the Olympic Games for commercial purposes. Excluding the use by partners of the IOC and the NOC.

5. The IOC and the COC support the use of social media. Athletes, instructors, trainers, officials, and other persons accredited at the Olympic Games may take and publish photographs at the Olympic venues or in the Olympic Village only for non-commercial and similar purposes; however, they must observe the right to privacy of other accredited persons and conditions defined by the IOC.

Persons accredited at the Olympic Games may record audio-visual content only with the assistance of non-professional technology. On their personal social media or websites, they may publish this content, except for the direct Field of Play or the content from the Back of House, where access is permitted only with the Back of House accreditation. The exact use of the content on social media and the Internet is specified in detail by the current IOC Social Media, Blogging and Internet Guidelines, which always have the final binding character.

The expressions “Olympic”, etc. and the Olympic properties may be used on all social media and on other Internet platforms only as a material link, and they must not be connected with any product or service of a third party.

9. INSPECTION OF OBSERVATION AND LEGAL CONSEQUENCES OF BREACHING RULES OF USE OF OLYMPIC PROPERTIES AND EMBLEMS

1. Inspection of observance of rules, ensuring legal protection

- a) The inspection of the observation of rules of the use of the Olympic properties and emblems is exercised by the COC in the Czech Republic and ČO on the basis of the COC authorisation.
- b) The legal protection of the Olympic properties and emblems against the misuse is ensured by the COC and ČO on the basis of the COC authorisation, with the use of the relevant legal means, including judicial.

2. Means of protection

- a) Within the ensuring of the observation of rules of the use of the Olympic properties and emblems in particular the following means may be use:
 - i. The withdrawal / non-awarding of an accreditation for journalists and photographers.
 - ii. The assertion of a claim to refrain from a non-permitted use (withdrawal from the market, removal of a signboard, etc.).
 - iii. The assertion of a claim to compensation for damage caused, the atonement of non-material damage caused also in money, and the release of unjust enrichment.
- b) The above-stated claims may be asserted also before the court.

10. EXAMPLES OF NON-PERMITTED COMMERCIAL USE OF OLYMPIC PROPERTIES /DOCUMENTS FROM OLYMPIC GAMES

- Anything that can create an impression of the connection between the Olympic properties and printed, visual (television, video, digital, photograph), and audio materials from the Olympic Games with the “sponsor”.
- Advertising: the advertising is understood to be any connection of the commercial company (a figurative logo, slogan, billboard with congratulations to the Olympic winner, a PR article, etc.) with the Olympic properties or photographs from the Olympic Games for purposes of the visualization of a company in competition for the purpose of gaining a commercial advantage in comparison to other competitors, primarily for the purpose of maximising profit.
- A book containing “sponsors” (logos, reference, etc.): is a book published on the anniversary of the Olympic Games that includes photographs from the Olympic Games or the Olympic properties, and the publisher offers the advertising connection with this book to companies not only for the coverage of its costs.
- A book, poster, etc., which is sold and hand out free of charge, but contains “advertising” of a commercial company (see the item Advertising). Advertising is deemed to be a figurative logo, a slogan, a PR article, the use of a verbal expression of the Protected properties of COC or its part in any presentation, etc.
- T-shirts, clothing, products, etc. with the Olympic properties and with the designation of a manufacturer and advertising (see the item Advertising).
- The use of the verbal expression of the Protected properties of COC or its part with the website, a Facebook profile with the designation of a manufacturer, the provider of service, who is not the partner of the COC (see the item Advertising).
- The use of a verbal expression of the Protected properties of COC or its part in various commercial contests.

11. LOGO BOARD OF PARTNERS OF COC



GENERAL PARTNERS

TOYOTA



FOSFA
Life Science

OFFICIAL PARTNERS



SKUPINA ČEZ



ALPINE PRO



GENERAL MEDIA PARTNERS



MEDIA PARTNER

BigBoard



SUPPLIERS



LASVIT

MALL.CZ



olympia
OBCHODNÍ CENTRUM

The update with partners of the IOC and the COC/
the COT is on the web site of the IOC and the COC.



12. LIST OF SCHEDULES

1. IOC - DEPICTION OF OLYMPIC SYMBOL

Logo of IOC - - - 20

2. IOC - DEPICTION OF OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF IOC

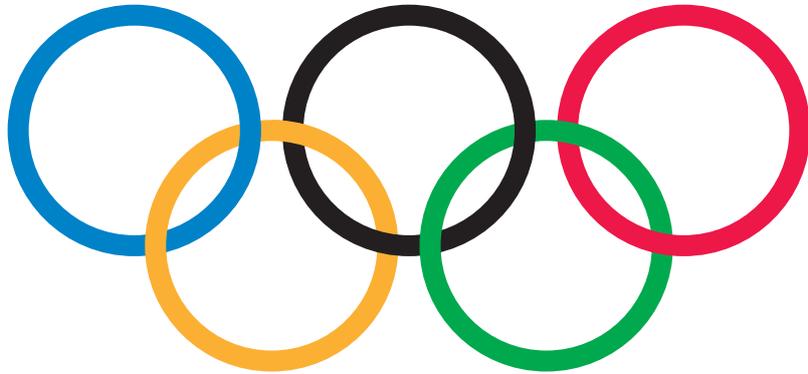
Logo of Beijing 2022 - - - 21

Logo of Paris 2024 - - - 21

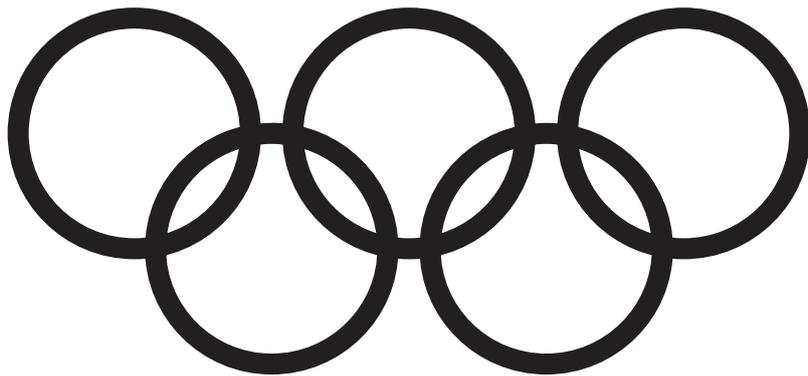
3. COC - OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC - - - 22, 23, 24, 25, 26

4. COC - PROTECTED DESIGNATIONS OF CZECH OLYMPIC COMMITTEE - - - 27

Schedule 1
OLYMPIC SYMBOL



609694



609693

OLYMPIC

609691

Numbers stated under logos are registration numbers
with the World Intellectual Property Organization (WIPO).

Schedule 2
OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF IOC



THE LOGO OF THE XXIV OLYMPIC WINTER GAMES
IN BEIJING 2022



THE LOGO OF THE GAMES OF THE XXXIII OLYMPIAD
IN PARIS 2024

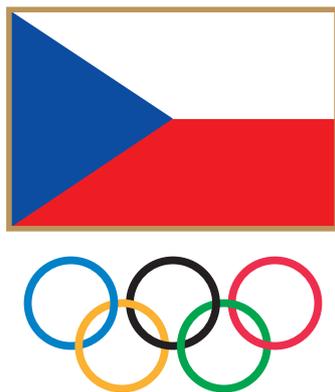
Schedule 3
OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC



THE LOGO OF THE COC



Schedule 3
OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC



THE LOGO OF THE COC



Schedule 3
OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC



ČESKÁ
OLYMPIJSKÁ a. s.



ČESKÁ
OLYMPIJSKÁ a. s.

CZECH OLYMPIC
ACADEMY



ČESKÁ
OLYMPIJSKÁ
AKADEMIE



ČESKÁ
OLYMPIJSKÁ
AKADEMIE

CZECH OLYMPIANS
CLUB



ČESKÝ
KLUB
OLYMPIONIKŮ



ČESKÝ
KLUB
OLYMPIONIKŮ

CZECH FAIR PLAY
CLUB



ČESKÝ
KLUB
FAIR PLAY



ČESKÝ
KLUB
FAIR PLAY

CZECH COACHES
ACADEMY



ČESKÁ
TRENÉRSKÁ
AKADEMIE



ČESKÁ
TRENÉRSKÁ
AKADEMIE



Schedule 3
OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC

CZECH CLUB OF
SPORT FEDERATIONS,
ORGANISATIONS,
AND INSTITUTIONS



ČESKÝ KLUB
SPORTOVNÍCH SVAZŮ,
ORGANIZACÍ
A INSTITUCÍ

ČESKÝ KLUB
SPORTOVNÍCH SVAZŮ,
ORGANIZACÍ
A INSTITUCÍ

AV ARCHIVE
OF CZECH OLYMPIC
COMMITTEE



AV ARCHIV
ČESKÉHO
OLYMPIJSKÉHO
VÝBORU

AV ARCHIV
ČESKÉHO
OLYMPIJSKÉHO
VÝBORU

OLYMPIC STUDY
AND INFORMATION
CENTRE



OLYMPIJSKÉ
STUDIJNÍ
A INFORMAČNÍ
CENTRUM

OLYMPIJSKÉ
STUDIJNÍ
A INFORMAČNÍ
CENTRUM

CZECH PARALYMPIANS
CLUB

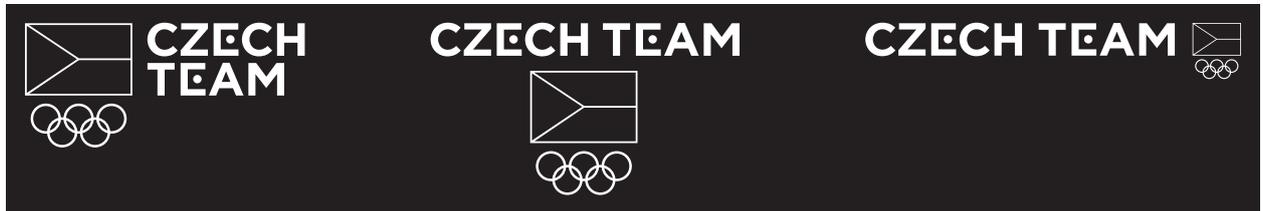
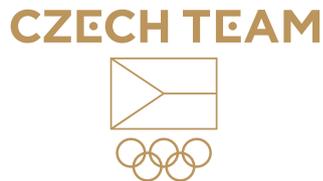
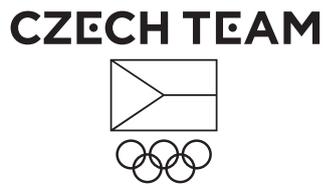
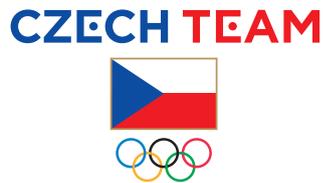


ČESKÝ
KLUB
PARALYMPIKŮ

ČESKÝ
KLUB
PARALYMPIKŮ



Schedule 3
 OLYMPIC EMBLEMS / PROTECTED PROPERTIES OF COC



Schedule 4
PROTECTED DESIGNATIONS
OF CZECH OLYMPIC COMMITTEE



DUAL
CAREER



CZECH
OLYMPIC
FOUNDATION



COACHES
CZECH NOC



YOUTH
OLYMPIAD



SAZKA OLYMPIC
ALL-AROUND
COMPETITION



T-MOBILE
OLYMPIC RUN

