



JUNE 2025 – VI

RIGHTS ***PROTECTION***

Olympic and Paralympic Winter Games Milano Cortina 2026

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INTRODUCTION

This document offers insights and clarifications for those keen on understanding the intellectual and commercial privileges associated with Milano Cortina 2026™, overseen by the International Olympic Committee (IOC) and Fondazione Milano Cortina (OCOG).

It's important to understand that this is a general overview, and while it offers examples, it doesn't cover every possible scenario. The IOC and OCOG cannot address every potential concern regarding these rights.



© Getty Images

THE INTERNATIONAL OLYMPIC COMMITTEE (IOC)

As the global custodian of the Olympic Games, the IOC together with OCOG manages all the commercial rights related to the Milano Cortina 2026 Olympics. This encompasses intellectual assets, media outreach, promotional activities, licensing agreements, ticketing, and other related commercial interests.

THE MILANO CORTINA 2026 WINTER OLYMPICS

The Olympics stands as the pinnacle in multi-sport events, captivating audiences and businesses worldwide. Previous editions, like the XXIV Olympic Winter Games (commonly known as Beijing 2022), have set viewership records. The upcoming Milano Cortina edition promises to be an event many will want to associate with, spanning from February to March 2026. Organizing such a monumental event requires substantial financial input, and the IOC and OCOG are deeply reliant on their partners, sponsors, media collaborators, and the host cities to make it a reality.

THE RIPPLE EFFECT OF THE OLYMPICS

The IOC and OCOG, with a mission to promote global unity through sports, ensures that the success of the Olympics benefits its member countries and the broader sports ecosystem.

Profits from the event are channeled into diverse programs, from education to technical training and health initiatives. Through dedicated Olympic growth strategies, the IOC has consistently empowered its member countries, both financially and in charting future directions.

Protecting the Olympic brand is essential to preserving and enhancing its inherent value, securing the revenues needed to stage the Olympic Games, supporting the athletes and securing the future of the Olympic Movement while enabling appropriate and controlled use of the brand to engage and excite local and international communities and stakeholders in the Games.



BRANDING & IP ASSETS

The IOC and OCOG have curated a suite of branding elements, from logos and phrases to symbols, that are intrinsically linked to the Games and the committee itself, termed as “Official Intellectual Property”.

This suite is safeguarded in Italy and globally by a number of legal instruments, including copyrights, trademarks, and other relevant legislations.

These legal provisions shield the Olympics from unauthorized reproductions and potential misleading adaptations of their intellectual assets.

Only those officially affiliated with the IOC and OCOG can commercially exploit these assets.

If you're not an official partner but wish to become a licensee or a sponsor, utilize the emblem or other marks for any reasons, please refer to:
[https://milanocortina2026olympics.com/it/diventa-licenziatario/](https://milanocortina2026 olympics.com/it/diventa-licenziatario/)

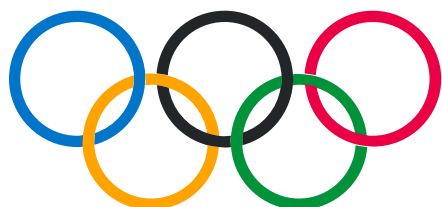
This isn't an exhaustive list of all intellectual assets. For a detailed breakdown in a particular region, it's advisable to seek guidance from a professional in the field.



2026 Olympics Emblem**2026 Paralympics Emblem****2026 Word Mark**

26 MILANO CORTINA 2026 

26 MILANO CORTINA 2026 

Olympics Properties**Mascottes****Italia Team****Designs**



PROTECTING THE GAME'S IP

SAFEGUARDING THE GAMES' BRAND IDENTITY

The IOC and OCOG bestow specific commercial privileges, encompassing areas like media coverage, ticket sales, guest services, marketing, and other related promotional activities, to a select group of partners ("Official Partners") spanning diverse sectors globally.

These Official Partners play a pivotal role by injecting essential financial resources, ensuring the successful execution of the Games and facilitating the growth of sports on a global scale. However, these partners will only commit their resources if they are assured exclusive rights to the Official Intellectual Property Assets and other commercial privileges.

If this exclusivity were compromised, meaning if the Games' brand identity wasn't safeguarded and any entity could freely use the Official Intellectual Property Assets, the value of these rights would be severely undermined. This would deter potential partners, hence preserving the IOC's commercial privileges is paramount for the successful hosting of the Games.





PARTNERS & SPONSORS



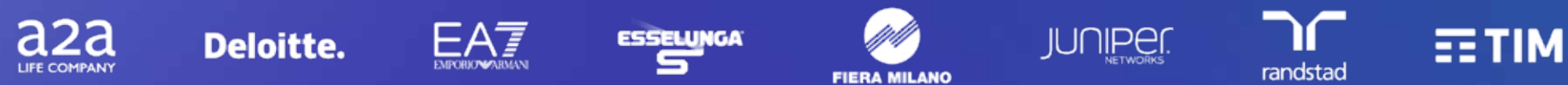
Worldwide Olympic and Paralympic Partners



Olympic and Paralympic Premium Partners



Olympic and Paralympic Partners



Olympic and Paralympic Sponsors



Official Supporters



Official Hospitality Provider

ON LOCATION

Branded Licensees

Entities to which IOC and OCOG have granted or will grant the right to develop, manufacture and sell products bearing the official marks - Official Licensed Products (OLPs).

Branded OLPs - official products that bear Official Intellectual Property and the Licensee (company) marks, such as:



Bialetti Coffee Machine

Unbranded Licensees

Entities to which IOC and OCOG have granted or will grant the right to develop, manufacture and sell products bearing the official marks - Official Licensed Products (OLPs).

Unbranded OLPs - official products that only bear Official Intellectual Property, but not the Brand's logo such as:



Fanatics

Hospitality & Ticketing

The following Company have been appointed as the exclusive right holders for the Hospitality packages:



OnLocation



***UNAUTHORISED
ASSOCIATION***

CELEBRATING THE GAMES WHILE AVOIDING UNAUTHORIZED ASSOCIATIONS – AMBUSH MARKETING

Enjoying the Games without employing the Official Intellectual Property or establishing an unauthorized commercial tie-in with the event is vital for the Olympic Movement and the protection of Commercial Rights.

While both the IOC and the OCOG encourage maximum involvement of the public and companies in the Olympic Games, on the other hand it is in the interest of both and, more generally, of the Olympic Movement, to avoid as much as possible the use of their intellectual property by entities that have not borne the cost of sponsorship.

Activities that establish an inappropriate commercial connection are not permissible and can be subject to legal proceedings.

This inappropriate commercial connection is formed when an entity implies an association with the IOC, OCOG or the Games, perhaps by utilizing the Official Intellectual Property or by otherwise creating the illusion of being an Official Partner, such as a sponsor or licensee.





MEDIA

Editorial use

Any lawful editorial usage, like content explicitly covering the Games, doesn't forge an unauthorized linkage.

Nonetheless, Official Intellectual Property must not be utilized as a core component of a publication's layout, as facets of a publication's brand, or employed independently, in a stationary position, or in a repetitive manner on a website (especially including the continual use of the Official Intellectual Property in a corner of a special edition, or on consecutive web pages of a particular subsection of a website, as such usage might imply an endorsement by the IOC and/or OCOG).

Commercial use

Official Intellectual Property should not be utilized in conjunction with, or in close proximity to, a corporate logo or commercial references such as:

- 'Presented by...'
- 'Sponsored by...'
- 'Brought to you by...'



Posts

While fans are generally permitted to use Official Intellectual Property without a commercial agenda, caution is advised. Overutilization of Official Intellectual Property might inadvertently suggest an affiliation with the Games/IOC/OCOG, which is best avoided.

Utilization by Companies is strictly forbidden as it could suggest an affiliation with the Games.

Hashtags and Shares

Fans are allowed to retweet or share official content from the IOC or associated accounts without deriving any commercial advantage from it. However, retweeting or sharing official content for commercial objectives is a privilege exclusively reserved for Partners and Sponsors.

Fans generally have the liberty to use Official Intellectual Property in hashtags without any commercial gain. Conversely, when a Company profiles does the same for commercial gains, aiming to draw attention to its profile, it establishes a commercial connection with the Games and/or the IOC. Consequently, this usage is strictly confined to the IOC and IOC Rights Holders.

Fan



Company



Mobile Services – Apps

Utilization of Official Intellectual Property or Broadcast Content in Apps and Online Services for Commercial Aims is Prohibited.

Employing Official Intellectual Property or broadcast content for commercial objectives within applications and/or any other mobile/internet services is not allowed.

Generic and descriptive usage is permissible, provided it doesn't risk causing confusion regarding the service's association with the Games, the IOC or OCOG.

The names or titles of such services or applications (apps) must not integrate any Official Intellectual Property in a way that implies endorsement by the IOC, such as using Milano Cortina 2026 or the Official Emblems.



Domain Names, Urls and Full Websites

Incorporation of Official Intellectual Property into domain names is not allowed unless expressly authorized by the IOC and/or OCOG. The utilization of Official Intellectual Property within URLs or hyperlinks by commercial or noncommercial websites is prohibited.

Official Intellectual Property used on editorial blogs, reporting or commenting on the Games without any commercial content does not create an unauthorised association and is accepted.

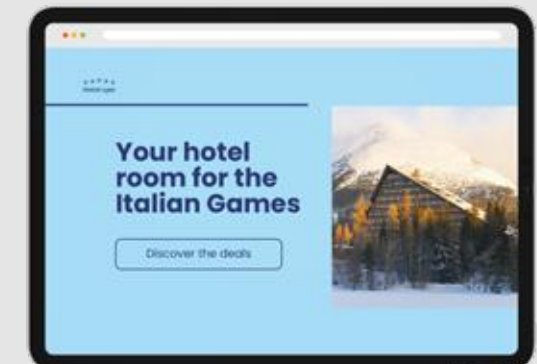
The inclusion of Official Intellectual Property as an element in the comprehensive design of a website or webpage, including as background or wallpaper designs, is not permitted if it could potentially convey an impression of an association with the Games, the IOC or OCOG.



www.promotions.milanocortina2026.com



www.mariorossiblogspot.com



www.whatever.com

Media Advertisements



Utilizing the competition schedule commercially, both alone or in conjunction with, or in close proximity to, a Company logo or commercial phrases like "Brought to you by...", "Presented by..." or "Sponsored by...", and so forth, is not allowed.



Utilizing an advertisement to greet the athletes in conjunction with a Company logo is not allowed.



Editorial use of the Official Intellectual Property and Competition Schedule is encouraged and permitted.

Contests & Ticket Promotions

Without explicit authorization from the IOC or coordination with an IOC Rights Holder, utilizing tickets for the Games ("Tickets") for promotional activities, sweepstakes, incentives, online auctions, and/or any other form of consumer promotion is not permitted.

Conducting competitions, games, or lotteries that utilize any Official Intellectual Property or that create a commercial linkage with the Games, without explicit authorization from the IOC, is not permitted.





STORES AND BUSINESSES

Businesses names and in-store decoratons

Employing Official Intellectual Property as part of any business name, in any scenario, without the authorization of the IOC/OCOG is not allowed.

The use of Official Intellectual Property for in-store decorations is prohibited unless it has been authorized by the IOC/OCOG or through an IOC/OCOG Rights Holder.





ON SITE DISTRIBUTION & FAN GATHERING

Collectives of fans, encompassing hospitality attendee groups, are prohibited from showcasing or donning items with conspicuous branding. This includes signs directing groups towards the venue. Such displays can lead to an unauthorized association and breach the Ticketing Terms and Conditions. This restriction extends to branded attire, banners, or any other materials distributed to fans.

Handing out branded materials near the stadium on game days without the required authorization is prohibited. Such actions can inadvertently imply an unauthorized connection between the brand and the Games, insinuating that the brand is an official sponsor.





MERCHANDISING

Official licensed products vs generic country products

Incorporating Official Intellectual Property or any part of it on merchandise is a privilege reserved solely for IOC Rights Holders and is thus prohibited.

If you're keen on becoming an IOC Rights Holder, please consult <https://milanocortina2026.olympics.com/en/become-licensee/>





COUNTERFEITING

COUNTERFEITING: FAKE PRODUCTS, REAL CONSEQUENCES

Counterfeiting involves the unauthorized use of intellectual property rights, an act that is penalized under both civil and criminal statutes.

Given that the hosting of the Games might inspire the incorporation of these intellectual properties into various products as souvenirs, merchandising or the like, it is important to recognize that such actions can result in both civil and criminal liabilities.

Preventative measures will be established both before and during the Games to safeguard these rights.

The general public is therefore advised to refrain from employing any intellectual property without explicit authorization.



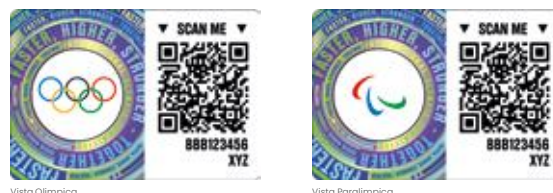
Products bearing the Official Intellectual Property will generally be sold in legitimate establishments and will be equipped with specific anti-counterfeiting holograms.

They will always bear the wording "Official Licensed Product" and be equipped with a dedicated packaging.

Potential Exceptions

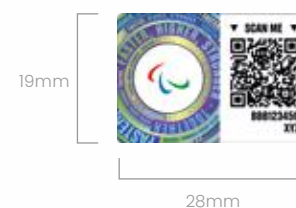
small products: no hologram or square hologram (size: 19 x 16mm).

no hologram: food, cosmetics, drugstore, stationery, gift wrap, editor postcards, Poste stamps, coins.



The hologram will show both the Olympic and the Paralympic symbol according to the different point of view, because of the lenticular effect.

Standard size:



The Handtags

- A** Milano Cortina 2026 Olympic/Paralympic emblem
- B** Official product designation
- C** Diciture ufficiali
- D** Hologram and QR code
- E** Website
- F** Licensee's name
- G** EAN code
- H** Worldwide Partner emblem
- I** Marks of ecological quality and waste disposable tables



Fronte



Retro



Fronte



Retro



Fronte



Retro



Fronte



Retro



LEGAL PROVISIONS

ORDINARY LAWS

Olympic and Paralympic Intellectual Property is protected by ordinary national and international laws on trademarks, designs, patents, copyright, unfair competition and unfair commercial practices, which delineate the boundary between lawful and illegal activities. Among these, in particular:

Legislative Decree 10 February 2005, n. 30 (Industrial Property Code)

The Industrial Property Code ("CPI") prohibits the unauthorized registration and / or use of distinctive signs (trademarks, domain names, commercial signs, company names) identical or similar to the distinctive signs of the Olympic and Paralympic Games.

Legislative Decree no. 146 of 2007 (Unfair commercial practices)

The Industrial Property Code ("CPI") prohibits the unauthorized registration and / or use of distinctive signs (trademarks, domain names, commercial signs, company names) identical or similar to the distinctive signs of the Olympic and Paralympic Games.

Art. 8 (3) CPI (Well-known signs)

Article 8 Paragraph 3 CPI expressly reserves to the organizers of the Olympic and Paralympic Games, or requires their consent, to register and use as a trademark the well-known signs used in the sports field (which include those identifiers of the Games).

Law no. 633 of 1941 (Copyright Law)

Article 8 Paragraph 3 CPI expressly reserves to the organizers of the Olympic and Paralympic Games, or requires their consent, to register and use as a trademark the well-known signs used in the sports field (which include those identifiers of the Games).

Art. 2.598 Civil Code (Unfair Competition)

Article 2.598 of the Civil Code typifies, prohibiting them, the types of acts of unfair competition including the use of names or distinctive signs capable of producing confusion with the names or distinctive signs legitimately used by others.

Art. 31 et seq. of the CPI (Protection of designs or models)

Article 2.598 of the Civil Code typifies, prohibiting them, the types of acts of unfair competition including the use of names or distinctive signs capable of producing confusion with the names or distinctive signs legitimately used by others.

SPECIAL LEGISLATION – THE «OLYMPIC LAW»

The decree-law of 11 March 2020, n. 16, coordinated with the conversion law 8 May 2020, n. 31, provides: “Urgent provisions for the organization and conduct of the Milano Cortina 2026 Olympic and Paralympic Winter Games and the Turin 2021-2025 ATP finals, as well as the prohibition of parasitic activities.

The special Italian legislation reinforces the existing ordinary legislation on the protection of industrial and intellectual property by reserving the use of the Olympic Properties exclusively to those entitled to it and expressly prohibiting registration as a trademark, for any class of products or services, in any language, of words or references directed in any case to recall the Olympic symbol, the Olympic Games and related events which, due to their objective characteristics, may indicate a connection with the organization or conduct of the Olympic events, including the words “Olympic” and “Olimpiade” and “Milano Cortina 2026” and equivalent expressions.

It also contains the prohibition of carrying out parasitic, fraudulent, deceptive or misleading advertising and marketing activities, known as Ambush Marketing and the provision of specific sanctions and measures against such unfair commercial practices.

They therefore constitute prohibited parasitic advertising and marketing activities:

- a) The creation of a link, even indirect, between a trademark or other distinctive sign and the Games capable of misleading the public as to the identity of the official sponsors;
- b) The misrepresentation or declaration in one's advertisement of being an official sponsor of the Games;
- c) The promotion of one's own brand or other distinctive sign through any action, not authorized by the organizer, which is suitable to attract the attention of the public, carried out on the occasion of the Games and capable of generating the erroneous impression in the public that the perpetrator of the conduct is a sponsor of the sporting event or fair itself;

- d) The sale and advertising of products or services illegally marked, even only in part, with the Games logo or with other distinctive signs capable of misleading the public.

The improper use of the Olympic Properties is classified as an administrative offense subject to a pecuniary sanction from 100,000 euros to 2.5 million euros, unless the conduct constitutes a crime or a more serious administrative offense.



***THANK
YOU***