

UEFA EURO 2024



Notice and Guidance on use of the EURO 2024 Marks

In the lead-up to the UEFA European Football Championship 2024 (“**EURO 2024**”), we have prepared the following guidance on the use of UEFA’s intellectual property relating to the tournament.

UEFA holds all worldwide commercial, promotional and intellectual property rights (including trade mark rights) in relation to EURO 2024. The EURO 2024 competition names, together with the slogan, emblems, trophy, logos, mascot and associated branding, are registered trade marks and/or design rights and (in the case of logos, emblems, trophy, mascot and branding) copyright works which are all owned by UEFA.

The purpose of registering our intellectual property as trade marks and design rights is to prevent third parties from using UEFA’s branding to imply that they are officially associated with UEFA or EURO 2024 when they are not. It is important that football fans and consumers are confident that events, products, services and businesses using EURO 2024 branding do in fact originate from UEFA or our official partners including broadcasters, sponsors and licensees. Without this, consumers risk being deceived into buying sub-standard products and services. In addition, the unauthorised use of UEFA’s branding harms our ability to attract the investment from official partners which allows us to continue to organise and market world-class tournaments and consequently invest back into football.

Unauthorised use of the following words (in a branding sense) and logos (generally) in the territories in which they are protected will infringe UEFA’s **trade mark rights**:

1. Words

“EURO 2024”

“UEFA EURO 2024”

“UEFA EUROPEAN FOOTBALL CHAMPIONSHIP”

“THE EUROS”

“UNITED BY FOOTBALL. VEREINT IM HERZEN EUROPAS.”

2. Font

The “UEFA EURO” font used in the official UEFA EURO 2024 logo (below).

3. Logos and Emblems



The Official Emblem of UEFA EURO 2024™



The Official Logo of UEFA EURO 2024™



The Official Trophy of UEFA EURO 2024™



The Official Mascot of UEFA EURO 2024™

This is a non-exhaustive list of the words, phrases, emblems and logos protected by UEFA in Europe and in countries across the world.

Additionally, unauthorised use of the following images or any other official UEFA EURO 2024™ host city logos or stadium pictograms will infringe UEFA's **copyright**, and unauthorised use in certain territories will also infringe UEFA's **registered design rights**:



Official UEFA EURO 2024™ Host City Logo example



Official UEFA EURO 2024™ Stadium Pictogram example



Official UEFA EURO 2024™ Stadium Pictogram example



Official UEFA EURO 2024™ Pattern Palette Branding



Official UEFA EURO 2024™ Pattern Palette Branding



Official UEFA EURO 2024™ Fans Branding

This is a non-exhaustive list of the designs protected by UEFA in Europe and in countries across the world.



FAQs

We have provided below some guidance to individuals and businesses regarding the use of UEFA's branding in relation to EURO 2024:

1. When will authorisation not be required from UEFA?

Not all use of EURO 2024 branding is prohibited. If an individual makes use of EURO 2024 branding in a purely personal, non-commercial way (e.g. a private party in their home), then specific authorisation will not be required from UEFA.

2. What action will UEFA take if a business makes unauthorised commercial use of UEFA's branding?

UEFA does not tolerate unauthorised commercial use of its branding and is committed to preventing such unauthorised use. In the first instance, UEFA may contact the individual or business we consider has infringed UEFA's intellectual property rights and politely request that they remove the infringing content or stop selling the goods or services in question.

However, in some circumstances, UEFA may need to take a more formal, legalistic approach, including sending the individual or business a legal cease and desist letter requesting the infringing action ceases immediately. If it does not, then UEFA may escalate the matter by taking legal action against an infringing party.

3. Are there any exceptions that apply to unauthorised commercial use of UEFA's branding?

An individual or business may use UEFA's word marks in a commercial context if the use is purely descriptive and does not imply an official association with UEFA or EURO 2024 (e.g. a venue promoting the fact it will be screening the tournament: "*Come and watch The Euros throughout June and July*", or "*We will be showing all Euro 2024 games*").

However, the commercial use of the EURO 2024 logos or emblems will be prohibited in any case and the use of the EURO 2024 word marks must be no more prominent than the rest of the text featured. Further, the word marks should not be used in conjunction with the names or logos of any other brands or businesses.

4. I want to run a prize promotion or offer promotional discounts in relation to EURO 2024 - can I do this?

Whilst you are permitted to offer promotions, and run competitions, which coincide with the tournament (e.g. "*special discount available for the months of June and July*"), you are not permitted to make express references to, or associate your promotion with, the tournament. In particular, promotions giving away tickets to EURO 2024 matches are expressly prohibited under our [ticketing terms and conditions](#).

5. Why are counterfeit products using UEFA marks an issue?

In addition to the damaging effects on UEFA and our official partners, consumers are also harmed by counterfeiting. Counterfeit products are typically of poor quality, may be made from hazardous materials, and in many cases are sold at the same price as



the genuine article. Further, counterfeiting is often associated with other criminal activity including illegal labour conditions, and counterfeiters may have connections with organised crime gangs. By buying officially licensed UEFA merchandise, consumers can be sure that it meets UEFA's high standards, and that their purchase supports future tournaments and the sport itself.

The above guidance is not exhaustive. If in doubt, we strongly recommend that you seek your own legal advice. UEFA reserves the right to take action against anyone who infringes our intellectual property rights or breaches our ticketing terms and conditions.

Contact Us

If you would like to report an infringement of UEFA's intellectual property rights, please contact UEFA at rpp@uefa.ch.