

INTERNATIONAL OLYMPIC COMMITTEE

LIDC Congress 2016
Sport & Intellectual Property Panel

Marianne Wüthrich, Senior Legal Counsel

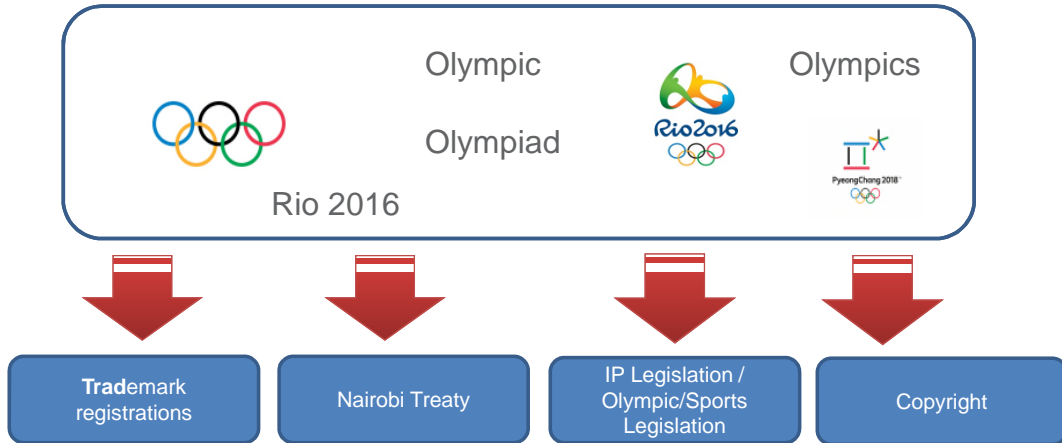
7th October 2016



**Rio 2016 Rights
protection Program**



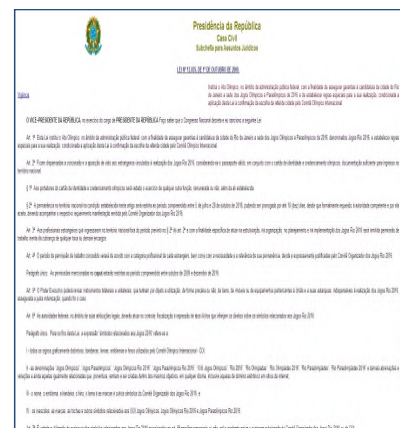
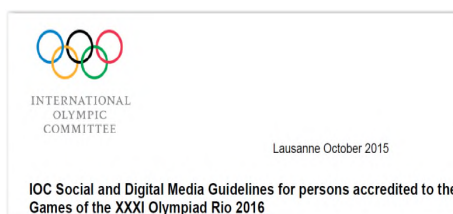
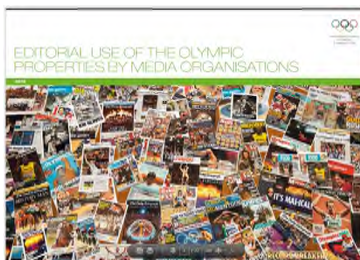
Means of Protection



Preemptive measures



- Ensure effective IP Protection implemented
- Education of the marketplace
- Close collaboration with Olympic stakeholders



Social media



Everything is on social media

- Strong presence from the IOC on social media platforms
- Collaboration with platforms – e.g take down process
- Evolving digital environment



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Marks monitoring



Focus on **social media platforms** (depending on the edition of the Olympic Games) and applications platforms

Olympic properties monitored :
 Olympic, Olympics, «city+year», Other related terminology



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Applications



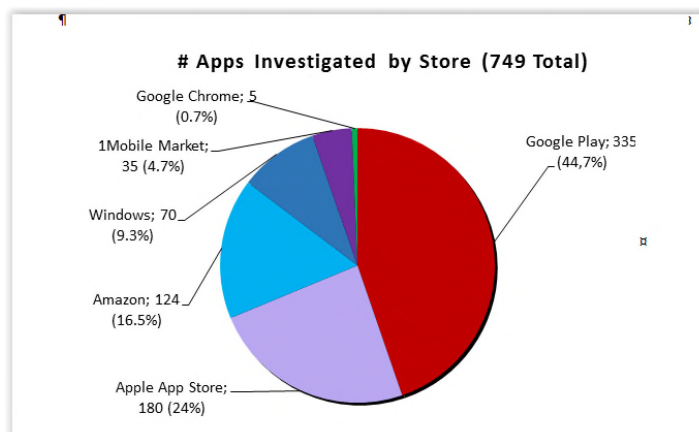
Relationships developed with Mobile Phone platforms

- ✓ Process in place to facilitate the removal of infringing applications
- ✓ Creation of an official Olympic Games section displayed on the home page of each platform

Internal Strategy developed in collaboration with marketing and communication



Applications



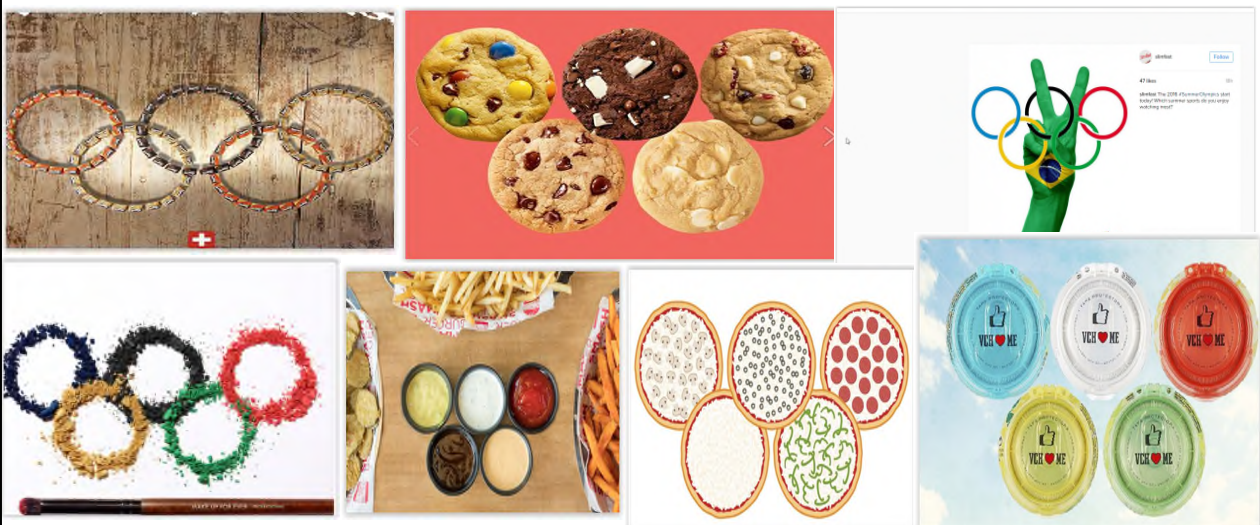
Marks monitoring results upon the occasion of Rio 2016



- More than 700 cases reviewed by IOC Legal Department
- Other cases dealt by NOCs in their respective territories
- Very good cooperation with major companies

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Olympic rings



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Use of hashtags



Selamat berjuang Atlet Indonesia di **#Olimpiade2016**. Apapun hasilnya yang penting **#semangat** & berusaha **#weekend**

Honeywell is proud to be supporting flights to **#Rio** with our aircraft services! **#Rio2016** a.hwll.co/vm5s

Go for gold during **#Rio2016** and chow down on our popular BBQ, Bacon and Cheddar burger.

RT if you agree that **#MAKEUPFOREVER** Ultra HD Foundation is gold medal worthy! **#Olympics** **#Olympics2016**

The **#SummerOlympics2016** officially kicks off today! What sports are you most excited to watch? **#Rio2016**

Track the **#Rio2016** medal count on your Pebble with Chris Lewis' new app! <http://pbl.io/riomedals>

Hoy retrasa la cena porque ¡Qué mejor que disfrutar de la **#CeremoniaDelInauguración** de **#Rio2016** que con una deliciosa burger!

Sos un fanático olímpico de **#KFC**? Contáanos tu récord!

Don't let dinner be a hurdle - use our easy to make meal kits to bring home the fiesta! **#RioOlympics2016**

¿Que esta esperando **@KnorrArgentina** para auspiciarla? **#Rio2016** **#JuegosOlimpicos** **#LevantamientoDePesas**

don't miss out on all the sports, music, festival coverage this summer. Find out more <http://bit.ly/2at3zdO> **#Rio2016** **#summertunes**

Belarus



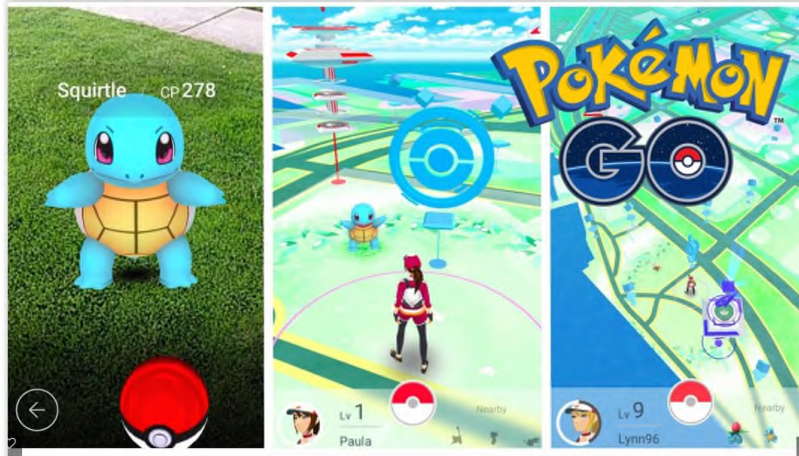
УЗНАЙ 7 СТОРОН РИО

ПОДПИСАТЬСЯ

THIS SUMMER, [] WILL SHOW YOU 7 SIDES OF THE RIO DE JANEIRO

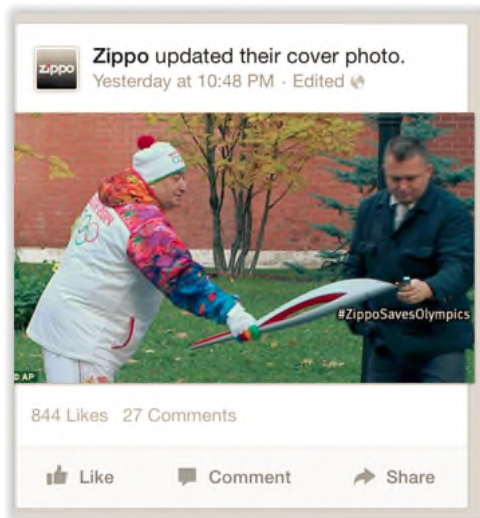
RIGHT NOW ANNA BOHD AND BIBIYA MELNIZHEVA WRITE VIVID STORIES AND CONDUCT DIRECT BROADCAST DIRECTLY FROM THE MAIN CITY OF THE SUMMER. FOLLOW THEIR EXCITING ADVENTURES IN THE PROJECT GROUP!

Pokemon Go



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Sochi 2014 torch relay



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