

Bencil Writes

June'14 edition



 **From the desk of Rajeev Surana**

Welcome to the June'14 edition of this newsletter which celebrates the spirit of Innovation & Creativity.

This month is laced with football excitement and we too look at innovation and associated Intellectual Property (IP) with FIFA World Cup being currently played in Brazil which makes up over cover story.

Our blog, rajeevsurana.com recently completed more than 1000+ views which is a landmark for us considering we have been regularly posting blogs only for the last 3 months now.

Note that the Newsletter will be made available on the last day of every month and you are requested to mention your email id on Scinnovation's home page to put you in our mailing list for receiving the newsletter every month without any delay.

Do share the newsletter on your FB wall, tweet as also write in to us at helpdesk@scinnovation.in to provide your views & feedback!!

Rajeev Surana

 **Share a story: Point of View**

Intellectual Property in the world's largest sporting event

World Cup Football is undeniably the most watched sports in the world and football fever has gripped the world and International Federation Association Football (FIFA), the organiser is laughing all the way to the bank!!

FIFA has developed and protected an assortment of logos, words, titles, symbols and other trademarks which it will use, or allow others to use, in relation to the 2014 FIFA World Cup (the "Official Marks").

The most important Official Marks are described in more detail below.

i. Official Emblem



FIFA owns rights in the individual graphic and word elements, which combine to make up the official emblem as a whole, and these are protected by copyright, trademarks and/or other laws of intellectual property. The Official Emblem is the main logo used as reference to the 2014 FIFA World Cup.

ii. Official Mascot



The official mascot is a very popular brand asset which contributes hugely to the visual identity of the event. The mascot is used extensively by not only FIFA for promotional purposes but also FIFA's rights holders in their marketing campaigns and across their communication channels.

As for all other official marks all rights in relation to the official mascot are reserved in name of FIFA and the image of the official mascot enjoys extensive protection under the different laws of Intellectual Property.

iii. Official slogan

All in one rhythm™' (Juntos num só ritmo™)

iv. Official Look



v. FIFA world cup trophy



vi. Official poster



FIFA is obliged to take action against any unauthorised reproduction of its marks in a commercial context. If FIFA did not follow up on any infringements of its trademarks and copyrighted works, it would risk losing its legal right and title to such works, thereby endangering the foundation of its commercial programme.

In addition, FIFA's commercial affiliates (sponsors) invested in the 2014 FIFA World Cup since they are provided with exclusivity for the use of the marks and for any other kind of association to the event. If anyone could use the official marks for free and create an association with the 2014 FIFA World Cup, there would be no reason to become a commercial affiliate. This would mean that FIFA could not appoint any commercial affiliates and would therefore not receive the revenue required to maintain the high standards expected of the FIFA World Cup.

An example of the strength of FIFA's intellectual property assets is reflected by recent research in seven key global markets where the FIFA World Cup Trophy recorded an average recognition level of 83% (99% in Brazil). These levels are significantly higher than any other sporting trophies.

The preparation for the staging of the 2014 FIFA World Cup began many years ago, well in advance of the event. The focus here was not only on developing the infrastructure of the stadiums, transportation and the logistics of the event, but also on the creation of a unique 2014 FIFA World Cup Brazil™ brand.

This brand includes the official emblem, official look programme, official mascot, official slogan, official poster, host city posters and more. From the early days of the event preparations through to the final dramatic moments when the trophy is presented to the winning team, the whole event needs a strong brand that captures the essence of the event and the host country, whilst forging strong emotional links between the FIFA World Cup™ and fans all over the world.

What's new @ Scinnovation

Our team has been strengthened by joining of Ms. Shagun Jain, a student of Government Law College (GLC) for a long term internship program .

Events in July-Sept 2014

- The Festival of Ambitious Ideas | Australia | 2 July 2014
- MIP Global IP & Innovation Summit | China | 3-4 September 2014

Trivia

- Phased-out tank ships are part of a solution that can provide much needed clean water for coastal cities according to a DNV GL research project, "Transforming ships into offshore treatment plants for waste water is a radical new way of approaching global water scarcity"

Think about it...



About us



Scinnovation Consultants Pvt. Ltd. is an Intellectual Property protection, consulting and monetisation firm based out of Mumbai, India.

W: www.scinnovation.in E: helpdesk@scinnovation.in T: 91-22-61424997

Twitter: ScinnovationCo | FB: facebook.com/Scinnovation

'Protect Your Ideas' handbook on IP available on Rediff, Infibeam, Ebay.in for sale

