



Media and Marketing Regulations for the final competition of the FIFA Women's World Cup France 2019™



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MEDIA AND MARKETING REGULATIONS

FIFA Women's World Cup France 2019™

DEFINITIONS

"Ambush Marketing" means any attempt by any entity or individual to gain an unauthorised commercial association with the Competition itself, or to exploit the goodwill and publicity generated by the FIFA Women's World Cup™ (including any phase of the FIFA Women's World Cup™) or FIFA in a manner not authorised by FIFA.

"Commercial Affiliates" means any entity to which FIFA or any nominee of FIFA grants any sponsorship rights in relation to, among others, the Competition, namely FIFA Partners, National Supporters and branded licensees. The term "Commercial Affiliates" excludes Media Rights Licensees.

"Competition" means the entire competition of the FIFA Women's World Cup France 2019™, including each of the two (2) separate phases of the competition, being the Preliminary Competition and the Final Competition.

"Competition Marks" means the following marks or any permutations thereof in any language or font, whether registered or otherwise protected by laws of intellectual property:

- the word mark "FIFA Women's World Cup™";
- the word mark "Women's World Cup" (including the equivalent in all languages or scripts);
- the FIFA Women's World Cup™ Trophy;
- the Official Emblem of the FIFA Women's World Cup France 2019™;
- the Official Mascot of the FIFA Women's World Cup France 2019™;
- (if applicable) the Official Slogan of the FIFA Women's World Cup France 2019™ in the French and English version;
- The Official Look of the FIFA Women's World Cup France 2019™ and its individual elements;
- the Official Poster of the FIFA Women's World Cup France 2019™;
- the Official Host City Composite Logos of the FIFA Women's World Cup France 2019™;
- the Official Host City Posters of the FIFA Women's World Cup France 2019™; and
- the Competition Names (as defined below).



“Competition Names” means the following official names of the Competition:

- the word mark “FIFA Women’s World Cup 2019™” (in any language or font including the “™” in all versions); and
- the word mark “FIFA Women’s World Cup France 2019™” (in any language or font including the “™” in all versions).

“Competition Regulations” means the “Regulations of the FIFA Women’s World Cup France 2019™” as issued by FIFA, being the binding regulations for the FIFA Women’s World Cup France 2019™ regulating the rights, duties and responsibilities of all Member Associations participating in the Preliminary Competition or the Final Competition.

“Composite Logo” means a composite logo featuring the Official Emblem of the Competition and a Participating Member Association’s emblem.

“Confederation” means any continental confederation recognised by FIFA, being the AFC, CAF, CONCACAF, CONMEBOL, UEFA and the OFC.

“Controlled Area” means any of the following areas:

- any Final Competition Stadium;
- any Official Training Site;
- all Team Hotels and the FIFA hotels;
- any location where official ancillary events (such as the FIFA banquet etc.) are held;
- the “International Broadcasting Centre” or “International Broadcasting Coordination Centre” (depending on scale as confirmed by FIFA prior to the Competition);
- any accreditation and ticket centres (if any); and
- any areas where official Competition accreditation is required to enable access (including, without limitation, the team dressing rooms, stands, mixed zones, interview rooms, media and television centres, and VIP rooms) and the location of any official Competition-related FIFA or LOC functions, press conferences and media events.

“Digital Medium” means any media or communication platform that utilises or enables digital content delivery or interactivity in any respect (whether now known or hereafter devised, developed or invented), accessible by the general public or closed circuit, for personal or commercial purposes, including without limitation any media or platform that utilise the internet, computer, mobile, and/or other digital technology, platforms, or networks for distribution, display, communication, or other functionality, such as social media platforms like Facebook, Twitter, Google+, YouTube, flickr, Instagram, Snapchat, Sina Weibo, LINE and LINK, etc. or blogs, websites, apps or similar media tools.

“Equipment” means all garments and apparel items listed in Annexe A of the Equipment Regulations, including Playing Equipment items, Special Equipment items and other Equipment items.

“Equipment Regulations” means the FIFA Equipment Regulations in the form approved by the FIFA Executive Committee on 25 September 2015, as potentially amended by FIFA from time to time.

“FIFA” means the Fédération Internationale de Football Association, including all subsidiaries of FIFA.

“FIFA Officials” means, collectively (i) FIFA employees and further FIFA officials or accredited appointees of FIFA; (ii) LOC staff and further LOC officials; (iii) all appointed match officials, including referees, assistant referees, the fourth official, the fifth official as well as any additional assistant referees (including any video assistant referees, if appointed); and (iv) any other individual being a member of the FIFA or LOC delegation.

“FIFA Partner” means any entity to which FIFA grants the most comprehensive package of global advertising, promotional and marketing rights in relation to FIFA, FIFA’s activities and the football competitions organised by or under the auspices of FIFA, including the Competition. FIFA Partners are entitled to the highest available level of commercial association with FIFA and the football competitions organised by or under the auspices of FIFA.

“FIFA TV Team Crews” means film crews appointed by, and under control of, FIFA or its nominees to collect still and moving images during the entire stay of a Team Delegation in France at each Final Competition Stadium, Official Training Sites, the Team Hotels, any media centres of the Participating Member Associations, and any such other locations as determined by FIFA for the multilateral purposes of FIFA and its Media Rights Licensees.

“FIFA World Champions Badge” means a special badge designed by FIFA and provided to the winner of the Competition.

“Final Competition” means the final competition of the FIFA Women’s World Cup France 2019™ that is scheduled to be played in France and that will feature the Participating Teams.

“Final Competition Matches” means all fifty-two (52) football matches held in the Final Competition.

“Final Competition Period” means the period starting five (5) days prior to the first Final Competition Match of the Participating Team and ending seven (7) days following the final match of the Final Competition.

“Final Competition Stadium” means any stadium at which Final Competition Matches are due to be held, including all areas that are inside the outer security perimeter of the stadium.

“Final Competition Territory” means the territory of France.

“Fixed Media Rights” means all rights to exhibit, exploit and/or distribute any audio-only material, still or moving visual-only or audio-visual material, data and/or textual material (including the basic feed (i.e. continuous international broadcasting video signal), multi feeds, additional feeds, unilateral coverage, archive materials, audio feed and commentary) of and/or relating to the Competition and/or

the ceremonies (or any part thereof) relating to the Competition by means of any magnetic, electronic or digital storage device or mechanism including Blu-ray, DVD, download-to-own or download-to-rent.

“Host Member Association” means the Fédération Française de Football (FFF), which has been appointed by FIFA to organise, host and stage the Final Competition and has established the LOC. As such, the representative team of the Host Member Association is automatically qualified as a Participating Team for the Final Competition and represents one of the twenty-four (24) Participating Member Associations.

“In-Flight Rights” means (i) all rights to transmit and/or exhibit, by means of any transmission media/platform whatsoever, any audio-only, still or moving visual-only or audio-visual material, data and/or textual material of and/or relating to the Competition and/or any of the ceremonies relating to the Competition, whether on a live basis or otherwise, for reception and/or exhibition by means of any in-flight entertainment system aboard any aircraft anywhere in the world; and (ii) all rights to exploit any and all commercial opportunities (including, for example, broadcast sponsorship and commercial airtime opportunities) arising from, and/or in connection with, each such transmission and exhibition.

“In-Ship Rights” means (i) all rights to transmit and/or exhibit, by means of any media whatsoever any audio-only, still or moving visual-only, audio-visual, data and/or textual material of, and/or relating to the Competition and/or any of the ceremonies relating to the Competition, whether on a live basis or otherwise, for reception and/or exhibition on any ship when in international waters, namely the open oceans, seas and waters of the world that are (a) outside the territorial waters of any nation, (b) outside of any national jurisdiction, and (c) deemed as such in accordance with international maritime law, and (ii) all rights to exploit any and all commercial opportunities (including, for example, broadcast sponsorship and commercial airtime opportunities) arising from, and/or in connection with, each such transmission and exhibition.

“Intellectual Property Rights” means all intellectual property and other proprietary rights of whatsoever nature, howsoever arising and in whatever media, whether or not registered or capable of registration, including trademarks, service marks, trade names, trade dress, registered designs, copyrights, moral rights, domain names and any applications for the protection or registration of such rights and all renewals and extensions thereof and goodwill throughout the world.

“LOC” means the FIFA Women’s World Cup 2019 Organising Committee France, a dedicated business unit established by the Host Member Association for the purpose of hosting and staging the Final Competition in the Final Competition Territory, including all subsidiaries of such entity.

“Marketing Rights” means, in any and all media, any and all advertising rights, promotional rights, rights of endorsement, rights of association, premium and giveaway rights, marketing rights, merchandising and licensing rights, concession rights, sponsorship rights, hospitality rights, travel and tourism rights, ticketing rights, accommodation rights, publishing rights, betting/gaming rights, retail and merchandising rights, music rights and any other rights and/or associated commercial opportunities relating to the Competition to the extent that such rights are not Media Rights.

“Match Day” means any calendar day during the Final Competition Period on which a Participating Team is scheduled to play a Final Competition Match.

“Media and Marketing Regulations” means these “Media and Marketing Regulations for the Final Competition of the FIFA Women’s World Cup France 2019™”.

“Media Rights” means the right to report upon, record, transmit or otherwise exploit any still or moving visual-only images, any audio-only material, any audio-visual material, any text and any data by any means whatsoever (whether now known or hereafter devised, developed or invented), any aspect or element of the Competition taking place within any site on a live and/or delayed basis in any media and by any means of delivery whether now known (including successor technologies) or hereafter invented. For the avoidance of doubt, the right to broadcast and/or transmit by means of any media the basic audio-visual feed (or any supplemental feed) and the right to transmit radio commentary of any Final Competition Match constitutes Media Rights. The Media Rights include the right to record, create and exploit the official film of the Competition and/or similar audio-visual products and programming, and shall include Fixed Media Rights, Public Exhibition Rights, In-Flight Rights, In-Ship Rights and any news access rights.

“Media Rights Licensees” means any entity who is granted by FIFA a licence of the Media Rights (or any part thereof) in relation to, among others, the Final Competition for exercise in certain territories (or any part thereof) during a certain rights period.

“Member Association” means any of the two hundred and eleven (211) national football associations affiliated to FIFA, irrespective of whether its representative team is participating in the Competition, therefore including any Participating Member Association and any Non-Participating Member Association.

“Mobile Device” means any wireless device, whether now known or devised or invented in the future, which is (i) designed or adapted to be capable of being operated whilst the user is in motion; and (ii) capable of intelligibly receiving audio material and/or still or moving visual and/or audio-visual material; and (iii) either handheld or installed in a vehicle, but expressly excluding any television receiver, whether handheld or installed in a vehicle, which does not have any telephony or other built-in two-way communications capability.

“Non-Participating Member Association” means any Member Association whose representative team has not qualified as a Participating Team for the Final Competition.

“NPMA Affiliate” means any commercial affiliate of any Non-Participating Member Association, including any affiliated company, licensee, agent, sponsor, marketing partner, media partner or other commercial partner, whether appointed directly or indirectly by the relevant Non-Participating Member Association or its nominee.

“Official FIFA/LOC Media Activity” means any media activity, such as press conferences or interviews, held in a Controlled Area, no matter who operates such press conference or interview, and any press conference or interview that is operated and/or controlled by FIFA or the LOC, no matter where such media activity takes place inside a Controlled Area.

“Official Host City Composite Logos” mean the composite logos developed by FIFA and/or the LOC in cooperation with each of the host cities selected for the Final Competition which may comprise the



Official Emblem of the FIFA Women's World Cup France 2019™, a host city designation and a host city-specific design element.

"Official Training Site" means any training site made available to Participating Member Associations by FIFA and/or the LOC for the use of Participating Teams for the purposes of training (including all facilities at or adjacent to the training site), but specifically excluding Final Competition Stadiums.

"Participating Member Association" or **"PMA"** means the twenty-four (24) Member Associations whose representative team has qualified as a Participating Team for the Final Competition.

"Participating Team" means any team that represents a Participating Member Association during the Final Competition.

"Playing Equipment" means collectively all components/items of shirt, shorts and socks, worn by the players and substitutes of the Participating Teams during a Final Competition Match.

"PMA Affiliate" means any commercial affiliate of any Participating Member Association, including any affiliated company, licensee, agent, sponsor, marketing partner, media partner or other commercial partner, whether appointed directly or indirectly by the relevant Participating Member Association or its nominee.

"PMA Digital Medium" means any Digital Medium utilised or operated by or on behalf of a Participating Member Association.

"PMA Guests" means all representatives, staff, family members, companies, PMA Affiliates or third parties contracted to the Participating Member Association, privately invited guests; Ticket allocation groups established by the Participating Member Association or any other individuals or entities to whom a Participating Member Association allocates Tickets, not including supporters of a Participating Member Association.

"PMA Marks" means any symbol, emblem, logo, slogan, mark or designation which is owned by the Participating Member Association, including any foreign translation and any permutation thereof, whether registered or capable of registration.

"PMA Media Activity" means any media activity, such as press conferences or interviews, operated by or on behalf of a Participating Member Association and which is not an Official FIFA/LOC Media Activity.

"Preliminary Competition" means the continental qualification phase and the intercontinental qualification phase (e.g. play-off matches between teams of Member Associations participating in the Preliminary Competition of different Confederations) of the FIFA Women's World Cup France 2019™, featuring the representative teams of all Member Associations which have applied to enter the Competition. Following the conclusion of the Preliminary Competition, representative teams are either eliminated from the Competition or automatically qualified for the Final Competition.

"Public Exhibition Rights" means (i) all rights to transmit, by means of any media whatsoever, any audio-only, still or moving visual-only or audio-visual material, data and/or textual material of, and/or relating to the Competition and/or any of the ceremonies relating to the Competition (or any part

thereof) for exhibition to, and intelligible reception and any form of use by, an audience located anywhere in cinemas, bars, restaurants, stadiums, offices, construction sites, oil rigs, water-borne vessels, buses, trains, armed services establishments, educational establishments, hospitals and any other place other than a private dwelling (but excluding aircrafts and ships); and (ii) all rights to organise and stage any event whereat an audience may view or listen to such transmission(s) (whether or not such exhibition is open to the general public); and (iii) all rights to exploit any and all commercial opportunities (including, without limitation and for example, entrance fees, sponsorship, merchandising, broadcast sponsorship and supplier opportunities) arising from, and/or in connection with, such events, transmission and/or exhibition. For the avoidance of doubt, Public Exhibition Rights exclude In-Flight Rights.

“National Supporter” means any entity to which FIFA grants a package of advertising, promotional and marketing rights in relation to the FIFA Women’s World Cup France 2019™, such rights to be exercisable in the Final Competition Territory.

“Replica Trophy” means the relatively indistinguishable copy of the Trophy.

“Special Equipment” means any Equipment item other than Playing Equipment.

“Team Delegation” means, collectively, all Team Delegation Members of a Participating Member Association.

“Team Delegation Member” means the players, coaches, managers, officials, media officers, representatives and further accredited appointees of a Participating Member Association.

“Team Hotel” means any official hotel (including the hotel’s grounds) at which a Participating Team is accommodated during the Final Competition Period.

“Ticket” means a ticket granting its holder access to a Final Competition Match, including purchasable tickets and complimentary tickets, including any ticket product made available by FIFA.

“Ticketing Documents” means, collectively, the terms and conditions that the Member Associations and their PMA Guests must obey in connection with the sale, use and distribution of complimentary and purchasable Tickets allocated by FIFA to the Member Associations for the Final Competition, the “FIFA Women’s World Cup France 2019™ General Terms and Conditions for the Use of Tickets”, the Stadium Code of Conduct for the Final Competition as well as any further decision taken, or regulation issued, by FIFA in connection with the sale and use of Tickets.

“Trophy” means the original of the FIFA Women’s World Cup Trophy presented by FIFA to the winner of the FIFA Women’s World Cup France 2019™.

PART A:

INTRODUCTION AND PURPOSE

1. FORMAT OF COMPETITION

The FIFA Women's World Cup France 2019™ comprises two (2) distinct phases: the Preliminary Competition and the Final Competition. These Media and Marketing Regulations govern (i) the manner in which all commercial rights relating to the Final Competition may be exploited, and (ii) the manner in which the Media Rights and the Marketing Rights are protected for the benefit of FIFA and the Member Associations.

These Media and Marketing Regulations shall not apply to the Preliminary Competition.

2. PURPOSE OF MEDIA AND MARKETING REGULATIONS

In view of the funds contributed by FIFA amongst others to the FIFA Forward Programme, it is important to recognise that the contribution of funds is only made possible by the continuing support provided for the football competitions organised by, or under the auspices of FIFA, including the FIFA Women's World Cup™ by Commercial Affiliates and Media Rights Licensees appointed by FIFA. Because Commercial Affiliates and Media Rights Licensees have undertaken to pay significant amounts of money for the rights they have acquired, FIFA has established these Media and Marketing Regulations to ensure that all Member Associations, in particular all Participating Member Associations, only engage in the correct exercise of the commercial rights which are granted to them by FIFA, and to ensure that they (and their PMA Affiliates and any third party contracted to the Participating Member Associations) participate fully in protecting FIFA's commercial rights in the Final Competition. Ultimately, the proper implementation of these Media and Marketing Regulations will be of direct benefit, not only to the Participating Member Associations, but to all Member Associations and the sport of association football.

These Media and Marketing Regulations are designed to protect this source of revenue for the Member Associations.

3. TERM OF MEDIA AND MARKETING REGULATIONS

Except as explicitly mentioned otherwise hereunder, these Media and Marketing Regulations are applicable to the Final Competition with legal effect from the date of their enactment by the FIFA Council, covering the entire period commencing at the date of the final draw of the Final Competition until 31 December 2019, including all Match Days and non-Match Days.

PART B:

GENERAL OWNERSHIP OF RIGHTS AND COOPERATION

4. COMMERCIAL RIGHTS OF FIFA

4.1. Ownership of Commercial Rights

In accordance with the Competition Regulations, subject to the terms and conditions set forth in these Media and Marketing Regulations, any and all Media Rights, Marketing Rights, Intellectual Property Rights (including the Competition Marks) and all other commercial or other rights and opportunities (including any title and interest in, and to, the Competition or the respective part thereof including all Final Competition Matches and all ancillary events organised in connection with the Final Competition) whether currently existing or created in the future shall be exclusively and solely owned and controlled, on a worldwide basis, by FIFA as the founder of the Competition and the world governing body of association football as well as based on FIFA's organisational, logistical and financial contributions, roles and responsibilities in relation to the Competition. By submitting the completed official entry form for the Final Competition to the FIFA general secretariat, the Participating Member Associations explicitly acknowledge FIFA's ownership as described above.

Except as explicitly otherwise set forth in these Media and Marketing Regulations, no Participating Member Association or Non-Participating Member Association is entitled to directly or indirectly exploit or in any manner use any Media Rights, Marketing Rights, Intellectual Property Rights (including the Competition Marks) and/or any other commercial or other rights and opportunities (including any title and interest in, and to, the Competition or the respective part thereof including all Final Competition Matches and all ancillary events organised in connection with the Final Competition) whether currently existing or created in the future.

4.2. Cooperation of Participating Member Associations

As a general principle, all Participating Member Associations and, to the extent applicable, the Team Delegation Members, must strictly comply with the terms and conditions outlined in these Media and Marketing Regulations in relation to the Final Competition and any failure to do so might lead to the imposition of disciplinary measures.

The Participating Member Associations are fully responsible for the full compliance with these Media and Marketing Regulations of all of their Team Delegation Members, their PMA Affiliates and any third party contracted to the Participating Member Associations. The Participating Member Associations shall immediately notify all of their Team Delegation Members, their PMA Affiliates and further contracted third parties of the content of these Media and Marketing Regulations, which are also published by FIFA on www.FIFA.com. The Participating Member Associations shall require all of their Team Delegation Members, their PMA Affiliates and all contracted third parties to fully comply with any and all terms and conditions outlined in these Media and Marketing Regulations.

All Participating Member Associations shall indemnify, defend and hold FIFA, the LOC and all of their officers, directors, employees, representatives, agents, and all other auxiliary persons free and

harmless against any and all liabilities, obligations, losses, damages, penalties, claims, actions, fines and expenses (including reasonable legal expenses) of whatsoever kind or nature resulting from, arising out of, or attributable to, any non-compliance with these Media and Marketing Regulations by the Participating Member Associations, their Team Delegation Members, their PMA Affiliates and any third parties contracted to the Participating Member Associations.

4.3. Cooperation of Non-Participating Member Associations

All Non-Participating Member Associations must strictly comply with those terms and conditions outlined in these Media and Marketing Regulations explicitly referring to Non-Participating Member Associations or Member Associations in general. The Non-Participating Member Associations are fully responsible for the full compliance with the relevant terms and conditions of these Media and Marketing Regulations by all of their NPMA Affiliates and any third party contracted to the Non-Participating Member Association. The Non-Participating Member Associations shall immediately notify all of their NPMA Affiliates and further contracted third parties of the content of these Media and Marketing Regulations, which are also published by FIFA on www.FIFA.com. The Non-Participating Member Associations shall require all of their NPMA Affiliates and all contracted third parties to fully comply with any and all terms and conditions outlined in these Media and Marketing Regulations being relevant for Non-Participating Member Associations.

All Non-Participating Member Associations shall indemnify, defend and hold FIFA, the LOC and all of their officers, directors, employees, representatives, agents, and all other auxiliary persons free and harmless against any and all liabilities, obligations, losses, damages, penalties, claims, actions, fines and expenses (including reasonable legal expenses) of whatsoever kind or nature resulting from, arising out of, or attributable to, any non-compliance with the relevant terms and conditions of these Media and Marketing Regulations by the Non-Participating Member Associations, their NPMA Affiliates and any third parties contracted to the Non-Participating Member Associations.

4.4. No challenge to Commercial Rights of FIFA

All Member Associations shall not challenge by any means FIFA's ownership of any Media Rights, Marketing Rights, Intellectual Property Rights and all other commercial or other rights and opportunities (including any title and interest in, and to, the Competition or the respective part thereof including all Final Competition Matches and all ancillary events organised in connection with the Final Competition) whether currently existing or created in the future.

4.5. Transfer of Rights

To the extent that any local, regional, national or other laws or regulations may result in any rights, including any Media Rights, Marketing Rights, Intellectual Property Rights (including the Competition Marks), in relation to the Final Competition, or any Final Competition Match or any ancillary events organised by, or under the auspices of, FIFA in connection with the Final Competition being owned or controlled by any Confederation, the Host Member Association, any other Participating Member Association or any Non-Participating Member Association (whether by virtue of the hosting or organisation of (in respect of the Host Member Association), or the participation in any Final Competition Match (if applicable) or otherwise), the relevant Confederation, Host Member Association, other Participating Member Association or Non-Participating Member Association hereby

unconditionally assigns and/or transfers to FIFA, free of any charge, any and all such rights in perpetuity for FIFA's unfettered exploitation, and waives any and all claims to exercise and/or exploit such rights itself or to grant to any third party the right to exercise such rights.

Upon request by FIFA, the Confederation, the Host Member Association, any other Participating Member Association and/or any Non-Participating Member Association agree to execute, free of charge and at their own costs, in a timely manner and in compliance with any instructions given by FIFA any and all clearances or other documents as may be required by any local, regional, national or other laws, regulations, directives or judicial acts applicable to effect such assignment, transfer and waiver of such rights to FIFA and to enable the free and unfettered, direct or indirect, exploitation of any and all Media Rights, Marketing Rights, Intellectual Property Rights and other present or future commercial and other rights and opportunities by FIFA.

5. COMPETITION MARKS OF FIFA

5.1. Ownership of Competition Marks

FIFA is, and remains the sole owner of all of the Competition Marks, and retains the sole right to, on a global basis, develop any marks, logos and symbols for and/or in connection with the Competition.

5.2. No development of competitive marks

To (i) ensure consistency in the "look and feel" of the entire Competition, and (ii) to prevent any instances of Competition-related Ambush Marketing by PMA Affiliates or third parties contracted to the Participating Member Associations, respectively by the NPMA Affiliates and third parties contracted to the Non-Participating Member Associations, each Participating Member Association and Non-Participating Member Association must ensure that neither itself, nor any of its PMA Affiliates, respectively any NPMA Affiliates, nor any third party contracted to a Participating Member Association or Non-Participating Member Association, develops, uses, registers, adopts, or creates any mark, logo or symbol which refers to the Competition, or which is, in FIFA's reasonable opinion, confusingly similar to, is a colourable imitation of, is a derivation of, or which unfairly competes with the Competition Marks.

In particular, each Participating Member Association and Non-Participating Member Association agrees to refrain from, and to ensure that its respective PMA Affiliates, respectively NPMA Affiliates, and all contracted third parties refrain from the development, use or registration of any name, logo, trademark, indicia, brand name, symbol, service mark or other mark (whether registered or unregistered) or designation which may be inferred by the public as identifying with FIFA, any phase of the Competition or the LOC, including the designations "FIFA", "World Cup", "Mundial", "Mondial", "Coupe du Monde", "Copa Mundial", "Copa do Mundo", "Copa del Mundo", "WM" or "Weltmeisterschaft" and the corresponding terms designating the competition as a women's event (e.g. "Women's World Cup"; Coupe du Monde Féminine", etc.) or any other term used in any language or script which, in FIFA's reasonable opinion, is capable of identifying the Competition, or the development, use or registration of any dates in connection with the name of the host country, venues

or host cities of the Final Competition, including for example "France 2019", "Paris 2019", "Lyon 2019", etc. or any similar indicia or derivation of such terms or dates in any language or script.

5.3. No challenge to Competition Marks

Each Participating Member Association and Non-Participating Member Association undertake not to oppose, and to ensure that none of its PMA Affiliates, respectively NPMA Affiliates, or contracted third parties oppose, any of the trademark or copyright applications filed by FIFA, Commercial Affiliates or other affiliates authorised by FIFA, nominees or licensees in respect of the Competition Marks, or seek to cancel any such registrations held by FIFA. No Participating Member Association or Non-Participating Member Association may in any way challenge, or apply for any copyright, trademark or patent protection, or domain name registration in respect of the Competition Marks which would adversely affect FIFA's proprietary interests in the Competition Marks. In the event that any PMA Affiliate, respectively NPMA Affiliate, or contracted third party opposes any trademark or copyright application filed by FIFA or any affiliate, nominee or licensee of FIFA in respect of the Competition Marks, the relevant Participating Member Association or Non-Participating Member Association must ensure, and take all measures required by FIFA to ensure, that the relevant entity immediately desists from such activity. The provisions of this article 5.3 do not apply where a Competition Mark includes Intellectual Property Rights belonging to a Participating Member Association or Non-Participating Member Association (or PMA Affiliate, respectively NPMA Affiliate, or contracted third party) which was registered prior to the publication of these Media and Marketing Regulations.

6. REQUIREMENTS ON PMA AND TEAM DELEGATION MEMBER RIGHTS

6.1. PMA Marks

To assist with the implementation of these Media and Marketing Regulations, subject to the terms and conditions set forth below, each Participating Member Association hereby assigns to FIFA the right to use and/or the right to sub-license the right to use, in perpetuity and free of any charge, any PMA Marks as well as the visual representations of the Playing Equipment and any non-Playing Equipment items, such as uniforms or tracksuits in connection with the participation of the Participating Member Association in the Final Competition.

FIFA's right to use and/or sub-license such PMA Marks and the visual representations of the Playing Equipment and any non-Playing Equipment items, such as uniforms, anthem jackets or tracksuits shall be exclusive in respect of, or in connection with, the filming, recording and broadcasting of the Final Competition Matches in any media.

FIFA's right to use and/or sub-license such PMA Marks and the visual representations of the Playing Equipment and any non-Playing Equipment items, such as uniforms or tracksuits shall be non-exclusive in respect of all other uses, whether it be in connection with the promotion of the Competition, or use in electronic or print publications, electronic software games, media-related products and services, merchandising, philatelic and numismatic products or otherwise.

In any case, FIFA shall not apply any variations of modifications to the official version of the PMA Marks as determined by each Participating Member Association and shall not use any PMA Marks in any manner which

- i) would imply that any Participating Member Association endorses a product or brand of any commercial entity, including any Commercial Affiliate;
- ii) is deceptive or misleading;
- iii) compromises or reflects unfavourably upon the good name, goodwill, reputation, political or religious impartiality and image of the Participating Member Association; or
- iv) might jeopardise or limit the Participating Member Association's proprietary interests with the PMA Mark.

With the sole exception of the usage by FIFA of the PMA Marks for mere editorial purposes in any form, FIFA shall

- i) not use the PMA Marks on a stand-alone basis, and must always use any PMA Marks with either the marks/logos of a minimum of three (3) other PMA Marks or a Competition Mark; and
- ii) ensure that no single PMA Mark receives prominence over any other PMA Mark on any single item of merchandise or promotional material.

6.2. Team Delegation cooperation and consent

To assist with the implementation of these Media and Marketing Regulations, each Participating Member Association (i) must ensure that all Team Delegation Members participate in a FIFA photo and video shoot (all such photographs and images to be used and/or sub-licensed by FIFA in accordance with the remainder of this paragraph), and (ii) shall secure written confirmation (i.e. based on a template document prepared by FIFA) from each Team Delegation Member of FIFA's right to use and/or FIFA's right to sub-license the right to use, in perpetuity and free of any charge, any of their records, names, photographs, images (including any still and moving representation thereof) and data, which may appear or be generated in connection with the participation of the Team Delegation Members in both stages of the Competition (including, photographs of Team Delegation Members taken or uploaded for accreditation purposes and any Final Competition Match-related data). FIFA may not use the Team Delegation Members' records, names, photographs, images (including any still and moving representation thereof) and/or data in any manner which would imply that any Participating Member Association and/or Team Delegation Member endorses the products or brands of any commercial entity, including any Commercial Affiliate.

FIFA's right to use and/or sub-license such records, names, photographs, images and data shall be exclusive in respect of, or in connection with, the filming, recording and broadcasting of the Final Competition Matches or any official media product relating to the Final Competition or to FIFA (e.g. the Official FIFA Film etc.) in any media.

FIFA's right to use and/or sub-license such records, names, photographs, images and data shall be non-exclusive in respect of all other uses, whether it be in connection with the promotion of the Competition, any editorial use in any media, irrespective of the transmission form (including, without limitation, electronic or print publications, television feeds, broadband and mobile feeds, giant screen presentations, downloadable images), electronic software games, media-related products and services, merchandising, philatelic and numismatic products or otherwise, promotion of the media products and programming, save that FIFA may not exercise any such rights in any manner which would imply that any Team Delegation Member endorses the products or brands of any commercial entity, including any Commercial Affiliate.

6.3. Further FIFA Women's World Cups™

To assist the exploitation of future editions of the FIFA Women's World Cup™, FIFA may modify the Media and Marketing Regulations relating to the exploitation of the Media Rights and the Marketing Rights to all phases of such future editions of the FIFA Women's World Cup™. The Member Associations shall secure under their agreements with all PMA Affiliates, respectively NPMA Affiliates and/or any third parties contracted to the Member Associations the necessary disposal of the Media Rights and the Marketing Rights as retained by FIFA under future editions of the Media and Marketing Regulations for both phases of the FIFA Women's World Cup™.

PART C:

PROTECTION OF RIGHTS

7. AMBUSH MARKETING PROHIBITION AND FURTHER INFRINGEMENTS

7.1. Basic principle

No third party that has not been authorised to do so by FIFA may, other than as permitted under these Media and Marketing Regulations, do anything which (i) gives rise to any association between such third party and the Competition, FIFA and/or the LOC; or (ii) directly or indirectly exploits the goodwill associated with the Competition, or single phases of the Competition or FIFA.

All Participating Member Associations and Non-Participating Member Associations shall immediately notify FIFA, in writing, of any infringement of these Media and Marketing Regulations that they become aware of.

7.2. Anti-infringement undertaking

The commercial value of the Competition (and the value of any commercial rights to the Competition) may be substantially diminished if any PMA Affiliate, respectively any NPMA Affiliate, any third party contracted to a Participating Member Association or Non-Participating Member Association or any Team Delegation Member engages in any Ambush Marketing activity. FIFA's ability to deliver its financial contributions to its Member Associations, and to deliver prize money to the Participating

Member Associations, may be substantially diminished by Ambush Marketing activities. Each Participating Member Association and Non-Participating Member Association is therefore required to ensure that its PMA Affiliates, respectively NPMA Affiliates, further contracted third parties and Team Delegation Members (if applicable) (i) do not directly or indirectly become (or seek to become) associated with FIFA, the Competition, or any other competition or event organised by, or under the auspices of, FIFA or a Confederation, (ii) do not exploit the goodwill of the Competition, FIFA, or any other competition or event organised by, or under the auspices of, FIFA, and (iii) comply with the provisions of these Media and Marketing Regulations regarding the use of the Competition Marks.

7.3. Notification

FIFA will notify a Participating Member Association or Non-Participating Member Association in writing if any of its PMA Affiliates, respectively NPMA Affiliates, any third party contracted to the Participating Member Association or the Non-Participating Member Association and/or any Team Delegation Member (if applicable), is conducting any activity which, in FIFA's reasonable opinion, constitutes a violation of these Media and Marketing Regulations, including but not limited to the following violations:

- i) an infringement of Intellectual Property Rights, Media Rights or Marketing Rights owned by FIFA; or
- ii) an unauthorised competition, sweepstake or other advertising or promotional activity involving the use, purporting to involve the use, or which could reasonably be understood to involve the use of Tickets or access to Official Training Sites; or
- iii) an infringement of the restrictions on the activities of the PMA Affiliates or any third party contracted to the Participating Member Associations as described in these Media and Marketing Regulations; or
- iv) any other Ambush Marketing activity.

7.4. Scope

The provisions of articles 7.2 and 7.3 above apply even if the infringing activities are not directly connected with the relevant PMA Affiliate's, contracted third party's association with the Participating Member Association or Team Delegation Member, respectively with the relevant NPMA Affiliate, third party contracted to a Non-Participating Member Association.

7.5. Cessation of Ambush Marketing Activity

Following written notification by FIFA of any Ambush Marketing activity or any other violation by any PMA Affiliate, respectively NPMA Affiliate, any third party contracted to a Participating Member Association or a Non-Participating Member Association or a Team Delegation Member, each Participating Member Association and Non-Participating Member Association will ensure, and take all measures required by FIFA to ensure, that the relevant PMA Affiliate, respectively NPMA Affiliate, contracted third party or Team Delegation Member immediately ceases and desists from such activity and that such PMA Affiliate, NPMA Affiliate, third party or Team Delegation Member provides FIFA

with written undertakings agreeing to immediately cease and desist from, and in the future to refrain from, any Ambush Marketing activity or further violation of these Media and Marketing Regulations. This provision also applies when the Ambush Marketing activity is conducted by the PMA Affiliate, respectively NPMA Affiliate, or contracted third party itself or by any of its affiliated or group companies.

7.6. Notification by Member Associations

Each Participating Member Association and Non-Participating Member Association shall use its best efforts to monitor the advertising market in its home country for any Ambush Marketing activity conducted in this market, and shall notify FIFA about any such activity.

PART D:

MEDIA RIGHTS SPECIFICS

8. EXPLOITATION OF MEDIA RIGHTS

8.1. Exclusive FIFA rights

FIFA has the sole and exclusive right to exploit, on a global basis, any and all Media Rights in relation to the Final Competition. Neither the Member Associations (including the Host Member Association, any other Participating Member Associations and the Non-Participating Member Associations), nor the Confederations, nor any of the Team Delegation Members, nor any third party may to any extent whatsoever exploit any Media Rights or parts thereof in relation to the Final Competition at any time before, during or after the Final Competition.

8.2. Access to Participating Teams

8.2.1. General assistance and support: To support FIFA with documentation, editorial coverage and promotion of the Final Competition, each Participating Member Association shall assist, and must ensure that each Team Delegation Member assists, to the best possible extent in their respective tasks, the FIFA TV Team Crews or their nominees. FIFA will work with the Participating Teams to establish good cooperation related to this access. Each Participating Member Association shall appoint one (1) Team Delegation Member as a dedicated liaison between the Participating Team and FIFA. Each Participating Member Association hereby grants to FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees, the non-exclusive right to gain preferred access to members of their Participating Team and all Team Delegation Members, as reasonably requested by FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees, for interview purposes. During the mandatory stay of the Team Delegation in France pursuant to the Competition Regulations, upon reasonable request, each Participating Member Association shall grant FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees access, to areas and facilities used by a Participating Team, including to the Official

Training Sites, Team Hotels, Final Competition Stadiums and any media centres of the Participating Member Association located inside or outside of a Controlled Area.

Furthermore, each Participating Member Association shall cooperate with the FIFA TV Team Crews or their nominees to arrange transport for the FIFA TV Team Crews or their nominees as part of the Team Delegation's convoy.

8.2.2. General availability for interviews: In connection with the documentation of the Final Competition, it is foreseen that the FIFA TV Team Crews, during the entire stay of the Team Delegation in France, will film and produce a minimum number of two (2) interviews per day per Participating Team.

8.2.3. Interviews at official training sessions: In connection with official training sessions held at an Official Training Site or a Final Competition Stadium, each Participating Member Association shall grant FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees access to the dressing rooms of its Participating Team. Such access shall only be granted upon permission by the competent Team Delegation Members, it being understood that sporting concerns and the privacy of Team Delegation Members shall prevail.

Each Participating Member Association must ensure that Team Delegation Members are available outside of the Participating Teams' dressing rooms for post-training session interviews upon reasonable request by FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees.

8.2.4. Interviews at Final Competition Matches: Each Participating Member Association must ensure that Team Delegation Members are available outside of the Participating Teams' dressing rooms at the Final Competition Stadiums for post-match interviews upon reasonable request by FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees.

8.2.5. Filming in dressing rooms at Final Competition Matches: In connection with the Final Competition Matches, each Participating Member Association shall grant FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees access to the dressing room of its Participating Team as follows:

i) Key matches:

Upon permission by the competent Team Delegation Members, it being understood that sporting concerns and the privacy of Team Delegation Members shall prevail, each winning Participating Team shall grant the FIFA TV Team Crew or its nominees access to its dressing room for filming purposes immediately following its return to the dressing room after its final group-stage match, any of its knockout matches other than the semi-final, final and the play-off for third place for a duration of approximately ten (10) minutes for the purpose of non-live filming.

ii) Semi-final and final:

Each winning Participating Team shall grant the FIFA TV Team Crew or its nominees access to its dressing room for filming purposes immediately following its return to the dressing room after its

semi-final and the final match for a duration of approximately ten (10) minutes for the purpose of non-live filming.

8.3. Official FIFA TV and photo materials

FIFA has the sole and exclusive right to produce, record, exploit and further distribute film or photo material for any commercial and non-commercial purposes, including but not limited to documentaries related to the Final Competition and/or the participation of a Participating Member Association in the Final Competition, including its Participating Team and all Team Delegation Members.

Independent from the right to use moving or still images of Final Competition Matches for non-commercial purposes, subject to an agreement with FIFA, the Participating Member Associations shall not, and shall ensure that no Team Delegation Members or any third parties produce, record, exploit and/or further distribute for any commercial or non-commercial purposes without prior written approval from FIFA any audio-only, still or moving visual-only, audio-visual, data and/or textual material of, and/or relating to FIFA, the Final Competition and/or any of the ceremonies relating to the Competition from any Final Competition Stadium, or the participation of a Participating Member Association in the Final Competition, including its Participating Team and all Team Delegation Members. In such case, by the latest six (6) weeks prior to the opening match of the Final Competition, the Participating Member Association shall inform FIFA in writing and in detail about any such projects, plans and initiatives for FIFA's review and approval or disapproval. Any approval must be in writing and may be given by FIFA by the latest four (4) weeks prior to the opening match of the Final Competition.

FIFA may, at its sole discretion, propose to all or some of the Participating Member Associations specific TV projects focusing on the participation of a Participating Team or single Team Delegation Members in the Final Competition, such as documentary series,

9. VIDEO RECORDING BY PMAs FOR TECHNICAL ANALYSIS PURPOSES

9.1. General Principle

Notwithstanding FIFA's exclusive rights pursuant to article 8.1 above, each of the Participating Member Associations shall be entitled to film and produce video recordings of:

- i) the Final Competition Matches of its own Participating Team;
- ii) the Final Competition Matches of opposing Participating Teams, if space in the Final Competition Stadium permits; and
- iii) official training sessions of its own Participating Team held in a Final Competition Stadium.

The filming and production of video recording by the Participating Member Association are subject to the terms and conditions of this article 9 as well as specific guidelines to be issued, and instructions to be given, by FIFA at a later stage.

9.2. Purpose of PMA video recording

The Participating Member Associations shall use such video recordings for the sole purpose of conducting a technical performance analysis. The Participating Member Associations must not use, during or after the Final Competition Period, any such video recordings or excerpts thereof for any other purpose, in particular not for any commercial or promotional purpose or as part of a documentation of the Participating Team's stay in France.

Any video recordings are only permitted to be filmed or produced by the Participating Member Associations in such area of the Final Competition Stadiums as approved by FIFA, such as a dedicated camera platform or seat in the media tribunes. Filming by the Participating Member Associations is not permitted in any other area of the Final Competition Stadiums such as the dressing rooms, mixed zones or dedicated areas for press conference and interviews.

9.3. Special Conditions for PMA video recording

Subject to specific guidelines to be issued, and instructions to be given, by FIFA at a later stage, in connection with the filming and producing of video recordings by the Participating Member Associations, the following terms and conditions apply:

i) PMA video recording staff:

The Participating Member Associations are entitled to nominate to FIFA one (1) Team Delegation Member as camera operator and one (1) Team Delegation Member as a technician per Final Competition Match or official training session to film and produce the video recordings.

ii) Accreditation matters

The Participating Member Associations shall comply with all accreditation and other requirements as set out in the specific guidelines to be issued, and instructions to be given, by FIFA, in particular Match-specific notification rules and ensuring that all PMA staff is properly identified by wearing bibs and any further accreditation cards or devices as issued by FIFA. The team technical filming staff shall be accredited as part of the official Team Delegation in accordance with the relevant article in the Competition Regulations.

iii) PMA video recording and related Equipment

In compliance with specific guidelines issued, and further instructions to be given by FIFA, the Participating Member Association may only use one (1) light, handheld camera/video recording equipment and a laptop/tablet. Any such equipment must be registered with FIFA and identified with an official device registration sticker issued by FIFA. Unless provided by FIFA, the Participating Member Association shall not use any additional equipment for the PMA video recording, such as portable chairs or tables.

PART E:

MARKETING RIGHTS SPECIFICS

10. EXPLOITATION OF MARKETING RIGHTS

10.1. Exclusive FIFA rights

FIFA has the sole and exclusive right to exploit, on a global basis, all Marketing Rights in relation to the Final Competition. Neither the Member Associations (including the Participating Member Associations and the Non-Participating Member Associations), nor the Host Member Association, nor the Confederations, nor any of the Team Delegation Members, nor any third party may, to any extent whatsoever, exploit any Marketing Rights or parts thereof in relation to the Final Competition at any time before, during or after the Final Competition Period.

11. EQUIPMENT, OTHER ITEMS & BEVERAGES IN CONTROLLED AREAS

11.1. Equipment Regulations:

The Participating Member Associations must fully comply with the Equipment Regulations during the Final Competition Period. As permitted by article 74 of the Equipment Regulations issued on 25 September 2015, or as permitted by a revised version of the Equipment Regulations issued on any later date, in case of any inconsistency of these Media and Marketing Regulations with the Equipment Regulations, these Media and Marketing Regulations shall take precedence over the terms of the Equipment Regulations, and in such case the relevant terms of the Equipment Regulations shall be deemed amended accordingly. In keeping with the “clean site” principles at all FIFA competitions, the following additional provisions shall apply to Equipment within the Controlled Areas (including the “inner enclosure”) during the Final Competition Period:

11.1.1. Equipment: All restrictions in the Equipment Regulations on Equipment shall also be deemed to apply to all apparel, Special Equipment items such as items worn underneath Playing Equipment, other Equipment items and all items and apparel worn in replacement of Playing Equipment, including T-shirts and any “celebratory” apparel worn and/or displayed by any Team Delegation Members during or following the conclusion of any Final Competition Match;

11.1.2. Bags for sports apparel: All bags for sports apparel used by, or belonging to, Team Delegation Members which are brought into any Final Competition Stadium (including pitch level (i.e. stadium bowl) and all media areas including so-called “Mixed Zones”) on Match Days and/or non-Match Days in case of an official training session must be free of all branding other than (i) the official emblem of the Participating Member Association (in full compliance with the terms and conditions set forth in the Equipment Regulations

which apply accordingly), and (ii) the logo of the manufacturer. The maximum size of the manufacturer's logo on bags for sports apparel shall be 25cm². No more than one (1) manufacturer's logo may appear on any such bag for sports apparel;

11.1.3. Further items: All further items used by, or belonging to, Team Delegation Members, such as bags not used for sports apparel, head phones, performance-enhancing or further Special Equipment items, communication devices which are brought into any Final Competition Stadium (including pitch level (i.e. stadium bowl) and all media areas including so-called "Mixed Zones") on Match Days and/or non-Match Days in case of an official training session must be free of all branding other than (i) the official emblem of the Participating Member Association (in full compliance with the terms and conditions set forth in the Equipment Regulations which apply accordingly), and (ii) the logo of the manufacturer. The size of the manufacturer's logo on any further items shall be limited to a size and form of representation, in FIFA's reasonable opinion, preventing any recognition of the manufacturer. No more than one (1) manufacturer's logo may appear on any such further items;

11.1.4. Formal attire: All formal attire (such as ties, suits, dress shirts, etc.) worn by the Team Delegation Members within the Controlled Areas must be completely free of third-party (neither commercial nor manufacturer) branding (whether sewn-in or separately attached), other than the emblem of their Participating Member Association. The same restriction applies to both formal attire and Special Equipment items if formal attire is worn together with Special Equipment items;

11.1.5. Submission of Equipment items to FIFA: The Equipment Regulations require Participating Member Associations to submit to FIFA in good time prior to the Final Competition, for FIFA's approval, one (1) sample of all Equipment items (i.e. Playing Equipment, Special Equipment and other apparel, including any "celebratory" apparel) to be used by Team Delegation Members within Controlled Areas during the Final Competition Period. Participating Member Associations shall be notified by FIFA of the deadline for submission of such items.

11.2. No advertising on Equipment

11.2.1. Equipment of Team Delegation Members: Unless otherwise expressly permitted under the Equipment Regulations or these Media and Marketing Regulations, all Team Delegation Members are prohibited from displaying any

- (i) Commercial, political, religious or personal messages or slogans in any language or script;
- (ii) commercial branding; and/or
- (iii) manufacturer marks or name of any kind

on their Playing Equipment, Special Equipment, other Equipment items, formal attire, further apparel worn in replacement of Playing Equipment or other items used, including, without limitation, bags, ball

bags, beverage containers and medical bags, or on their person for the duration of their stay in a Controlled Area on Match Days (i.e. in respect to the Participating Member Associations participating in the Final Competition Match in question or aware ceremonies) and non-Match Days. This provision includes all personal items (including hats, headphones, bags and luggage) in the possession of, or worn by, the Team Delegation Members.

11.2.2. Equipment of ball boys and girls, player escorts and flag bearers: Notwithstanding article 59 of the Equipment Regulations, the Equipment items worn by ball boys and girls, player escorts and flag bearers during Final Competition Matches may display the branding of Commercial Affiliates as approved by FIFA.

11.3. Technical Equipment

11.3.1. Technical Equipment provided by FIFA: Once a Participating Team has arrived in the Final Competition Territory for the Final Competition, at the occasion of the team arrival meeting, the FIFA General Coordinator will provide each Participating Team with the following items for use during the entire Final Competition Period:

- (i) first-aid cases;
- (ii) plastic drinking bottle carriers;
- (iii) beverage coolers;
- (iv) plastic drinking bottles;
- (v) captain's armbands in contrasting colours;
- (vi) goalkeeper glove bags;
- (vii) ball bags; and
- (viii) official match footballs.

During the Final Competition Period, once a Participating Team has arrived in the Final Competition Stadium for a Final Competition Match or an official training session, the FIFA General Coordinator will provide each Participating Team with a sufficient number of player warm-up/training bibs (which shall exclusively bear FIFA, FIFA.com and/or Competition branding). These bibs must be used to the exclusion of any other branded or non-branded bibs, and no branding may be added to these player warm-up/training bibs provided by FIFA. The Participating Team must return such bibs after the conclusion of each Final Competition Match or official training session.

In principle, Team Delegation Members are not permitted to use any other items of the same or similar type of Technical Equipment in the Controlled Areas. Sole exception from such principle are training sessions at the Official Training Sites, during which the Team Delegation Members are permitted to use their own Technical Equipment provided by non-Commercial Affiliates. Such exception shall not apply to official training sessions held in a Final Competition Stadium. In any case, during any training sessions at the Official Training Site and any official training sessions held in a Competition Stadium,

the Team Delegation Members must exclusively use official match balls of the Competition as provided by a Commercial Affiliate.

11.3.2. Electronic performance and tracking systems: In full compliance with Law 4 of the Laws of the Game and the relevant terms of the Equipment Regulations, during all training sessions at the Official Training Sites, the official training sessions held in a Final Competition Stadium and at all Final Competition Matches, players may wear Special Equipment items for use as electronic performance and tracking systems, provided that:

- i) the specific type of Special Equipment item intended to be used by a Participating Member Association has been generally approved by FIFA for the Final Competition and the match officials appointed for a Final Competition Match;
- ii) all data collected through an electronic performance and tracking system during all training sessions at an Official Training Site or a Final Competition Match, or any interpretation thereof, may only be used by the Participating Member Associations and their Team Delegation Members for PMA-internal performance monitoring purposes (including physical, technical and tactical data). The public dissemination and any further use of any such data for any commercial purposes and/or in association with a PMA Affiliate or other any third party contracted to the Participating Member Association is prohibited;
- iii) no Special Equipment items for use as electronic performance and tracking systems are permitted in the technical area of a Final Competition Stadium, nor may any data/information collected through such Special Equipment items be transmitted into the technical area during a Final Competition Match.

11.4. Consumption of beverages in Controlled Areas:

The following provisions apply to the consumption of beverages in Controlled Areas:

11.4.1. Supply of beverages: Participating Member Associations will be provided with products from The Coca-Cola Company, including water and sports drinks for consumption in the Controlled Areas. The quantity of beverages to be supplied shall be determined by FIFA.

If Participating Member Associations wish to use beverage products manufactured by any other entity than The Coca-Cola Company, they must be stored or contained in the drink bottles provided by FIFA as Technical Equipment, as outlined in article 11 par. 3.1 above prior to arrival at a Controlled Area; and

11.4.2. No competing beverage brands: Participating Member Associations are expressly prohibited from bringing the beverage products of competitors of The Coca-Cola Company or any other Commercial Affiliate into any Controlled Area, in particular the dressing rooms, pitch-side areas at any Final Competition Stadium, Official FIFA/LOC Media Activities, mixed zones, interview rooms, and media and television centres, unless such products are contained within the containers provided by FIFA prior to arrival at the Controlled Area.

12. SPECIFIC RULES FOR FINAL COMPETITION SITES

12.1. Official Training Sites:

Except as explicitly otherwise stated under this article 12 par. 1 below, all terms and conditions of article 11 above for Controlled Areas shall also apply to all Official Training Sites:

- 12.1.1. No advertising: The only advertising which is permitted at the Official Training Sites is that of the Commercial Affiliates, to be erected by FIFA at its sole discretion. Participating Member Associations and their Team Delegation Members must not display, or arrange for the display of, or authorise the distribution of any advertising or other promotional materials at the Official Training Sites. Notwithstanding this, the terms and conditions of article 18 par. 1.3 below shall apply regarding PMA Media Activities at Official Training Sites.
- 12.1.2. Consumption of beverages: The restrictions relating to the consumption of beverages as set forth in article 11 par.4 above shall also apply during all training sessions at the Official Training Sites.
- 12.1.3. Attendance and ticketing: All training sessions at the Official Training Sites are controlled by FIFA and the LOC. No Participating Member Association, PMA Affiliate or any third party contracted to a Participating Member Association may run any kind of promotion associated with attendance at a training session at an Official Training Site. No Participating Member Association, PMA Affiliate or any further third party may sell or distribute, in any commercial or non-commercial manner, tickets for attendance at an Official Training Site.
- 12.1.4. Sponsor recognition on training shirts and warm-up/training bibs: Notwithstanding article 11 par.2 above, all training shirts, supplementary Equipment items and warm-up/training bibs worn by Team Delegation Members at Official Training Sites may display the branding of PMA Affiliates or any third party contracted to the Participating Member Associations.
- 12.1.5. Distribution and Use of food and beverages: With the exception of any arrangements made by FIFA with Commercial Affiliates, no third-party arrangements made by the Participating Member Associations for sales, consumption and/or distribution of food and beverages to public and/or media representatives at the Official Training Sites are permitted.
- 12.1.6. Sales of merchandise: With the exception of any arrangements made by FIFA or by third parties appointed by FIFA with official licensees, no third-party merchandise or any other licensing products shall be offered for sale or distributed at the Official Training Sites.

12.2. Team Hotels:

Except as explicitly otherwise stated under this article 12 par. 2 below, all terms and conditions in article 11 above for Controlled Areas shall apply to all Team Hotels:

- 12.2.1. No advertising: Participating Member Associations and their Team Delegation Members are not permitted to display, arrange for the display of, or authorise the display of any advertising or other promotional materials in Team Hotels, in the external grounds of the Team Hotels, or in the internal public areas (such as the lobby) of the Team Hotels. Notwithstanding this, the terms and conditions of article 18 par. 1.4 below shall apply regarding PMA Media Activities at all Team Hotels;
- 12.2.2. Sponsor recognition on training shirts: Notwithstanding article 11 par.2 above, all training shirts and supplementary Equipment items worn by Team Delegation Members at Team Hotels may display the branding of PMA Affiliates.
- 12.2.3. Filming activities by FIFA: Each Participating Member Association shall reasonably support FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees to conduct filming activities at Team Hotels. Each Participating Member Association must ensure that Team Delegation Members are available at the Team Hotel for interviews upon reasonable request by FIFA, the FIFA Officials, the FIFA TV Team Crews or their nominees.

13. PMA ACTIVITIES IN THE FINAL COMPETITION TERRITORY

13.1. Display and distribution of promotional materials:

Except as permitted below, Participating Member Associations must not, and must ensure that their Team Delegation Members do not use, display or distribute any materials, or conduct any activities, which may be used to identify and/or promote any third party in the Controlled Areas. In particular, Participating Member Associations may not:

- (i) distribute, without prior written approval by FIFA, any media guides or any other publications inside the Controlled Areas that would enable PMA Affiliates or any third party contracted to the Participating Member Associations to associate themselves with FIFA and/or the Competition;
- (ii) sell or authorise the sale or distribution of food and beverage items within the Controlled Areas;
- (iii) sell or authorise the sale or distribution of any merchandise (e.g. replica team apparel, balls, giveaways) within the Controlled Areas; or
- (iv) display any advertising or branding materials (e.g. backdrops, signage, products and services) relating to their PMA Affiliates or any other commercial entity in Controlled Areas other than:

- a) in a special room at their Team Hotel provided that such room must not be the lobby of the Team Hotel and the interior of such special room must not be visible from the lobby of the Team Hotel; and
- b) at locations designated by FIFA in an enclosed room at the Official Training Site.

13.2. Personal recording devices

Participating Member Associations must ensure that their Team Delegation Members do not use, license or consent to the use by third parties of any moving images recorded by the personal recording devices of their Team Delegation Members in the Controlled Areas (except for the Team Hotels) for distribution, broadcast and/or transmission over any form of media. This prohibition extends to any recording devices used by or with the knowledge of Participating Member Associations in the Controlled Areas (except for the Team Hotels).

13.3. Final Competition Stadiums

The following terms and conditions shall apply with respect to the use by, and stay of, Participating Member Associations and their Team Delegation Members in Final Competition Stadiums:

- 13.3.1. No advertising: The only advertising which is permitted in the Final Competition Stadiums is that of the Commercial Affiliates, to be erected by FIFA. Participating Member Associations and their Team Delegation Members are not entitled to display, arrange for the display of, or authorise the distribution of any advertising or other promotional material whatsoever in the Final Competition Stadiums.
- 13.3.2. Technical Equipment and beverages: The restrictions relating to Technical Equipment outlined in article 11 par. 3 above, as well as the provisions relating to beverages outlined in article 11 par.4 above, also apply in Final Competition Stadiums.
- 13.3.3. Attendance: All training sessions at Final Competition Stadiums are controlled by FIFA and the LOC. Participating Member Associations, PMA Affiliates and/or any third parties contracted to the Participating Member Association may not run any kind of promotion associated with attendance at a training session at a Final Competition Stadium. Participating Member Associations, PMA Affiliates and/or any third parties may not sell tickets for attendance at a training session at a Final Competition Stadium.
- 13.3.4. Equipment: Participating Member Associations and their Team Delegation Members are only entitled to wear or carry Equipment items (i.e. Playing Equipment, Special Equipment and other apparel) approved by FIFA pursuant to article 11 par. 1.5 above during their stay in a Final Competition Stadium during the Final Competition Period (on all Match Days and non-Match Days).

13.4. Transportation

The following terms and conditions shall apply with respect to the transportation of the Participating Member Associations and their Team Delegation Members in Final Competition Territory throughout the Final Competition Period:

- 13.4.1. Provision of team bus: Each Participating Member Association will be provided with bus transport for its Participating Team during the Final Competition Period. Each Participating Member Association shall ensure that this bus transport shall be the only method of transportation used by its Participating Team's players and officials for all Final Competition-related events (such as to and from Final Competition Matches, any training sessions, and/or official ceremonies). Except for the branding of the Commercial Affiliates and FIFA approved slogans (if any, e.g. fan messages), no promotional materials of any third party, including any PMA Affiliates or any other third parties contracted to the Participating Member Association, may be displayed on or inside the bus.
- 13.4.2. Other vehicles: All other vehicles used by Participating Member Associations and/or any Team Delegation Member, and which are to be taken into any Controlled Area, must be free of all branding except for, (i) the customary branding of the manufacturer of such vehicle, (ii) the branding of the Commercial Affiliates and FIFA approved slogans, and (iii) Final Competition related or FIFA-related branding. Participating Member Associations and/or Team Delegation Members are not entitled to remove any such branding from other vehicles. No promotional materials of any third party, including any PMA Affiliate or any third party contracted to the Participating Member Association, may be displayed on or inside any such vehicle.
- 13.4.3. FIFA TV logistics: In order to support FIFA with the logistics for the FIFA TV Team Crews, each Participating Member Association shall cooperate with FIFA, the FIFA Officials and the FIFA TV Team Crews or their nominees to secure ground and air transportation, preferably jointly with the Team Delegation in sections of the airplane used for the Participating Member Association's organisational personnel (such as security, LOC, liaison officers, etc.) or in other vehicles used by the Participating Member Association and joining the Team Delegation's convoy. Provided the approval by the Participating Member Association is given, FIFA may conduct filming during the bus transport of the Team Delegation to, and from, the Final Competition Stadium on Match Days. In any case, it shall be understood that sporting concerns and the privacy of Team Delegation Members is paramount and shall prevail.

13.5. Friendly/Preparation matches

In full compliance with the terms and conditions set forth in article 37 of the Competition Regulations, each Participating Member Association may organise and participate in friendly matches and/or preparation matches from the date of arrival in the Final Competition Territory provided that, in FIFA's reasonable opinion, (i) no association shall be created between the friendly match and/or preparation match and the Competition, FIFA and/or the LOC; (ii) no Competition Marks shall be used; and (iii) no descriptive reference shall be made to the participation of the Participating Member Association in the Final Competition, such as "On the Road to...", in any marketing, promotional or advertising materials produced in connection with the friendly/preparation match.

14. TROPHY REGULATIONS AND FIFA WORLD CHAMPIONS BADGE

14.1. Trophy use requirements – past winners

Replica Trophies awarded to past winners of the FIFA Women's World Cup™ must remain within the relevant Member Association's direct control and must not leave the Member Association's country without the prior written consent of FIFA. Member Associations which have been awarded Replica Trophies must ensure that the Replica Trophy is always presented in the historic context of the respective Final Competition and that they do not permit the Replica Trophy awarded to them to be used in any way which could lead to an association by any third party, including Commercial Affiliates (i.e. subject to FIFA's prior written approval pursuant to article 14 par. 3.2 (i) below), PMA Affiliates and/or any third party contracted to the Member Associations, with the Trophy and/or the Final Competition. In particular, PMA Affiliates and/or any third party contracted to the Member Associations may not be granted any rights or visibility where the Trophy, a Replica Trophy or a miniature replica of the Trophy is present. This prohibition shall also apply to the parading of, or photo shooting with, the Trophy (and subsequently any Replica Trophy) by the winner of the Final Competition.

14.2. Merchandising restrictions – past winners

Member Associations which have won previous editions of the FIFA Women's World Cup™ are prohibited from developing, creating, using, selling or distributing any promotional materials or merchandise bearing any representation of the (Replica) Trophy or any mark, emblem or device referring to any past edition of the FIFA Women's World Cup™.

14.3. 2019 winner – Trophy use requirements

14.3.1. Trophy ceremony: The winning Participating Team will be provided with the Trophy during an on-pitch ceremony immediately following the final whistle of the final match of the Final Competition and will return the Trophy to FIFA in the winning Participating Team's dressing room immediately after the final match of the Final Competition prior to departure from the Final Competition Stadium hosting the final match of the Final Competition. At this time, the winning Participating Team will be provided with the Replica Trophy dedicated to the winning Participating Team of the Final Competition.

14.3.2. No association: Under no circumstances may PMA Affiliates of, or any third party contracted to, the winning Participating Member Association at any time create an association between themselves and the Trophy and/or the Replica Trophy and/or a miniature replica of the Trophy. In particular:

- (i) neither the Trophy nor the Replica Trophy nor any miniature replica of the Trophy shall be displayed at any PMA Media Activity, or any other press conference, at which there is a backdrop or other venue dressing which displays the brands of any commercial entities. The display of brands of Commercial Affiliates requires FIFA's prior written approval;

- (ii) neither the Trophy nor the Replica Trophy nor any miniature replica of the Trophy shall be displayed or paraded at any event which is sponsored by or which provides brand recognition to any PMA Affiliates or any third party contracted to the Participating Member Association. By way of example, neither the Trophy nor the Replica Trophy nor any miniature replica of the Trophy may be displayed or paraded as part of a celebratory tour which features or displays the branding of any PMA Affiliates or any other commercial entities; and
- (iii) the PMA Affiliates of the winning Participating Member Association, or any contracted third party, are not entitled to use the Trophy, the Replica Trophy, any miniature replica of the Trophy or any images of the Trophy, the Replica Trophy or any miniature replica of the Trophy, in any publicity or promotional materials celebrating the success of the winning Participating Team.

14.3.3. Status and commercial value of Trophy: To preserve the status and commercial value of the Trophy, each Participating Member Association agrees that:

- (i) except for miniature replicas of the Trophy as set out below, the winning Participating Member Association is not entitled to produce its own, unofficial replicas of the Trophy;
- (ii) neither the Trophy nor the Replica Trophy nor any miniature replica of the Trophy may be used, portrayed or exhibited in any manner which could be interpreted as being inappropriate, derogatory, or detrimental to the inherent value of the Trophy, or the brand or the image and reputation of the Trophy;
- (iii) no images of the Trophy, the Replica Trophy or any miniature replica of the Trophy may be used or licensed for use on items of clothing or other merchandise;
- (iv) the Trophy is and remains a FIFA trademark and the winning Participating Member Association has no right or licence to use photographs of the Trophy, the Replica Trophy or any miniature replica of the Trophy (or to grant any such right or licence) for any commercial purpose other than for purely editorial purposes to accompany written text in electronic or printed materials. The winning Participating Member Association agrees to remind photographers, press and media of these restrictions prior to all formal presentations of the Trophy, the Replica Trophy or miniature replicas of the Trophy; and
- (v) the winning Participating Member Association shall take all reasonable steps, at its own expense, to ensure the security of the Trophy and the Replica Trophy while they are in its possession.

Subject to the prior written approval of FIFA, the winning Participating Member Association may, at its own expense, appoint the official Trophy manufacturer appointed by FIFA, to produce miniature replicas of the Trophy to present to all players and the coaches of the winning Participating Team only, provided that all such individuals undertake to FIFA not to use such miniature replicas of the Trophy

for any commercial purpose whatsoever. The maximum size of such miniature replicas of the Trophy shall not exceed fifty (50) per cent of the height of the original version of the Trophy.

14.3.4. Further requirements: It is further required that:

- (i) the Replica Trophy may remain in the temporary custody of the winning Participating Member Association but remains at all times the property of FIFA and must be returned immediately to FIFA if so requested by FIFA in writing;
- (ii) the Replica Trophy may not be provided to any third party for display or use without FIFA's prior written permission; and
- (iii) any tours featuring the Replica Trophy must be approved by FIFA in advance in writing.

14.4. 2019 winner – FIFA World Champions Badge use requirements

In accordance with articles 14.1 and 14.2 of the Equipment Regulations, the winning Participating Team may display the FIFA World Champions Badge on its official playing shirts played after the Final Competition. In connection with the use of the FIFA World Champions Badge, the following terms and conditions apply:

14.4.1. General: The winning Participating Team will be provided by FIFA with the FIFA World Champions Badge following the end of the Final Competition. The FIFA World Champions Badge remains the exclusive property of FIFA and may only be used by the winning Participating Member Association for the purpose of descriptively referring on its official shirts to their championship victory in the Final Competition. The winning Participating Member Association must use the FIFA World Champions Badge in the identical design, form and shape as provided by FIFA. Any alteration of the design, form and shape of the FIFA World Champions Badge is strictly prohibited.

14.4.2. Scope of usage: The winning Participating Member Association may use the FIFA World Champions Badge during all matches of any football competition that features the winning Participating Team and is organised by, or under the auspices of, FIFA. In case of use, the FIFA World Champions Badge must only be displayed on the official home and reserve shirts of the winning Participating Team. The display of the FIFA World Champions Badge on any other Equipment item of the winning Participating Team is strictly prohibited.

14.4.3. Term of usage: The right to display the FIFA World Champions Badge expires automatically after the final match of the next edition of the FIFA World Cup™. During such term, the winning Participating Member Association may use the FIFA World Champions Badge during any further football match featuring the winning Participating Team which is not organised by, or under the auspices of, FIFA.

14.4.4. Commercial use: All commercial or promotional use of the FIFA World Champions Badge of any nature by the winning Participating Member Association and/or its PMA Affiliates

and/or any third party contracted to the winning Participating Member Association is strictly prohibited. Notwithstanding this, during the term defined in subsection (ii) above, the FIFA World Champions Badge may be displayed on the official replica shirts of the winning Participating Team provided it is applied on such replica shirts in the identical manner as on the official shirts, and such official replica shirts do not display any shirt sponsorship. The right to display the FIFA World Champions Badge on official replica shirts automatically expires after the final match of the next edition of the FIFA Women's World Cup™. The display of the FIFA World Champions Badge on any replica Equipment item other than the official replica shirts, on any other Participating Team- or Participating Member Association-branded product, further merchandising product or on a standalone basis is strictly prohibited.

14.4.5. No third-party association: The FIFA World Champions Badge shall not be used in any manner which gives rise to any association between the FIFA World Champions Badge, the Competition and/or FIFA and any PMA Affiliate or third party contracted to the winning Participating Member Association, or which directly or indirectly exploits the goodwill associated with the Competition, or single phases of the Competition or FIFA.

14.4.6. FIFA approval: Any form of usage of, or communication related to, the FIFA World Champions Badge requires the prior written approval of FIFA. The use of, and the communication related to the FIFA World Champions Badge may be subject to separate guidelines to be issued, and instructions to be given, by FIFA at a later stage.

14.4.7. Survival: The provisions of this article 14 par. 4 shall survive expiration of these Media and Marketing Regulations.

14.4.8. Additional requirements: The winning Participating Member Association shall be required to sign an additional "Terms of Usage" agreement prior to the commercial exploitation of the FIFA World Champions Badge, which shall further regulate the manner in which the FIFA World Champions Badge may be exploited.

15. PERMITTED USE OF COMPETITION MARKS BY PMA

15.1. Use of Competition Marks by the Participating Member Associations

The following terms and conditions shall apply with respect to the use of Competition Marks by the Participating Member Associations:

15.1.1. General: Subject to the terms and conditions of this article 15, the Competition Marks and the Composite Logo may only be used by Participating Member Associations for the purpose of referring descriptively to their participation in the Final Competition. All commercial or promotional use of the Competition Marks and the Composite Logo by Participating Member Associations and/or their PMA Affiliates and/or any third party contracted to the Participating Member Associations is strictly prohibited. The provisions of this article 15 par.1 shall survive expiration of these Media and Marketing Regulations.

15.1.2. Competition Names: Participating Member Associations are required, whenever referring to the Competition, to only use one of the Competition Names (and each such use must be in an editorial context only).

15.1.3. Composite Logo: Participating Member Associations are permitted to create a Composite Logo incorporating both the Official Emblem of the Final Competition and such own emblem of the Participating Member Association (in full compliance with the terms and conditions set forth in the Equipment Regulations which apply accordingly). Upon request by the Participating Member Associations, to be addressed to ma.approvals@fifa.org, the materials to form a Composite Logo may be downloaded from FIFA's online digital archive, at www.FIFAdigitalarchive.com. The Composite Logo may only feature the Official Emblem of the Final Competition and the Participating Member Association's own emblem as well as the descriptive designation "Finalist". No other mark may be included without FIFA's written permission; such permission is required before any use of the Composite Logo. No other mark may be placed next to a Composite Logo in such a way that it causes confusion as to whether or not such mark is part of the Composite Logo. Participating Member Associations must obtain FIFA's written approval of their Composite Logo prior to its use. The proposed Composite Logo must therefore be submitted to FIFA in writing to ma.approvals@fifa.org. For the avoidance of doubt, all uses of the Composite Logo must also be submitted for FIFA's approval in accordance with article 15 par.1.8 below.

15.1.4. Use of Competition Marks and Composite Logo: Neither the Competition Marks nor the Composite Logo may be used in proximity to the names, logos or trademarks of PMA Affiliates or any third party other than the Commercial Affiliates.

Furthermore, neither the Competition Marks nor the Composite Logo may be used by Participating Member Associations in the following manner:

- i) as part of any advertising or promotional activity or strapline used in connection with any PMA Affiliate;
- ii) on gifts, premiums, items of merchandise or articles of clothing and Equipment for sale to the public (such as team kits to fans) or for any other commercial purpose whatsoever; or
- iii) on any official printed matter (including stationery and business cards) of a Participating Member Association which also displays the names and/or logos of PMA Affiliates (except where the names/logos are those of the parties appointed by FIFA as Commercial Affiliates of the Competition).

15.1.5. PMA printed materials: Participating Member Associations must ensure that their printed materials (whether printed or electronic) produced in relation to their participation in the Final Competition (such as posters, guides, media guides, programmes, magazines, maps, booklets, books, electronic publishing, CD-ROMs, bulletins, etc.) do not feature any of the Competition Marks and/or the Composite Logo (or any other Competition-related trademarks) other than in a purely editorial context only. For

example, if a Participating Member Association publication has a Competition Mark and/or the Composite Logo on either the front cover or back cover of such a publication or printed material, no commercial identifications or advertisements (including those of PMA Affiliates or further third parties contracted to the Participating Member Association) shall appear on either the front or back cover of such printed materials. The Competition Names may be used in an editorial manner for descriptive purposes only. Competition Marks and the Composite Logo may appear inside Participating Member Association publications provided that they do not appear on or opposite a page displaying any commercial identifications or advertisements.

The covers and titles of PMA printed materials must make it clear that they are publications of the Participating Member Association and not FIFA and/or LOC publications. As an example, the following title would be considered acceptable:

- “Official [Name of Publication] for [Team] at the FIFA Women’s World Cup 2019 France™”.

All such documentation must be submitted for FIFA’s approval in advance, in accordance with article 15 par.1.8 below.

15.1.6. No association with PMA Affiliates: Participating Member Associations must also ensure that no association whatsoever is created between their PMA Affiliates and/or any third party contracted to the Participating Member Association, respectively any product of such entities, and the Competition in any of their promotional materials. PMA Affiliates and/or any third party contracted to the Participating Member Association shall not use any of the Competition Marks or the Composite Logo in any of their own materials, save they are Commercial Affiliates or that they may use the designation (for example) “[*Sponsor*] of [*Participating Member Association*]”.

15.1.7. Other marks: Participating Member Associations shall not use (and must ensure that their PMA Affiliates and/or any third party contracted to the Participating Member Associations do not use) any other marks, devices, symbols, logos or phrases to identify the Competition (including the Trophy).

15.1.8. Approvals: All proposed uses of the Competition Marks and the Composite Logo (together with a summary of the proposed context and distribution channel) must be submitted to FIFA via ma.approvals@fifa.org. The submission is linked to the competent approval coordinator at FIFA. A sample of all printed materials incorporating the Competition Marks and/or the Composite Logo must also be submitted for FIFA’s prior written approval showing their layout and the positioning of the Competition Marks and Composite Logo as well as the marks and logos of the PMA Affiliates and other third parties. Such samples must be submitted at least thirty (30) days prior to the start of the Final Competition. Participating Member Associations shall ensure that they make any changes requested by FIFA to bring the printed materials into compliance with these Media and Marketing Regulations.

15.2. PMA Digital Mediums

The following terms and conditions shall apply with respect to the use of all Digital Mediums utilised or operated by the Participating Member Associations in connection with the Final Competition:

15.2.1. General: The Digital Mediums utilised or operated by the Participating Member Associations, the PMA Affiliates and any third party contracted to the Participating Member Associations must in principle not provide any form of coverage of the Final Competition Matches (i.e. prior, during or post-match coverage), irrespective of the form (such as reporting upon, transmitting, exploiting any still or moving visual-only images, any audio only material, any audio-visual material, any text and any match- or player-related data) and time (such as on a live or delayed basis) of such coverage. As exclusive and sole owner of any and all commercial rights to Final Competition Matches pursuant to article 4 par. 1 above, the Digital Mediums utilised or operated by FIFA are exclusively covering any content relating to all Final Competition Matches.

Subject to prior written approval by FIFA, the Participating Member Associations may reflect their participation in the Final Competition on its own Digital Mediums (i.e. to the exclusion of any Digital Mediums utilised or operated by the PMA Affiliates and any third party contracted to the Participating Member Associations) by use of merely text-based comments and still visual-only images. On an exceptional basis, FIFA may provide the Participating Member Associations with some limited coverage of the Final Competition Matches for the non-commercial use on the Digital Mediums utilised or operated by the Participating Member Associations. Any such use must be approved by FIFA in writing.

15.2.2. Link to FIFA Digital Mediums: Each Participating Member Association must include on every page of its website that features content related to the Final Competition, respectively if technically possibly on any other Digital Medium utilised or operated by the Participating Member Associations, a link to the relevant language section of FIFA.com and any other Digital Medium utilised or operated by FIFA. Such link shall, if technically possible, comprise the FIFA.com logo, which may be requested via ma.approvals@fifa.org. The FIFA.com composite logo or any other Intellectual Property Rights owned by FIFA may not be used by the Participating Member Association in any other manner and may not be used by any third parties, including PMA Affiliates and/or any third party contracted to the Participating Member Association. Furthermore, the FIFA.com composite logo or any other Intellectual Property Rights owned by FIFA may not appear in close proximity to the branding or names of any PMA Affiliate and/or any third party contracted to the Participating Member Association.

15.2.3. Contact: For further details on the FIFA.com composite logo and the content syndication package, Participating Member Associations are advised to contact the FIFA Digital Department at:

FIFA Digital Communications Department

FIFA Fédération Internationale de Football Association

Email: digital@fifa.org

15.2.4. Online use of Competition Marks and Composite Logo: The Competition Marks and the Composite Logo may be used on the Digital Mediums utilised or operated by the Participating Member Associations provided that:

- (i) the Competition Marks and the Composite Logo are used for editorial purposes only;
- (ii) the Participating Member Association has first obtained FIFA's prior written approval for such use, such request to be submitted to FIFA, in writing, to ma.approvals@fifa.org;
- (iii) the Competition Marks and the Composite Logo are not used in association or connection with, or in proximity to, the name and/or logo of any commercial organisation, including PMA Affiliates or any third party contracted to the Participating Member Association;
- (iv) the Competition Marks and the Composite Logo are not used as a hyperlink to any Digital Medium utilised or operated by the Participating Member Associations. If a link to another Digital Medium is desired, a text link must be used;
- (v) the Competition Marks and the Composite Logo are not used or placed within the title bar, menu bar and/or the footer; and
- (vi) the use of the Competition Marks and the Composite Logo on any Digital Medium utilised or operated by the Participating Member Associations always complies with the terms and conditions of this article 15.

15.2.5. URLs: The Competition Names may not be placed in the URLs of PMA websites or used as links to any other Digital Medium utilised or operated by the Participating Member Associations.

16. TICKETING MATTERS

16.1. Basic principle

16.1.1. Ticket Rights of Member Associations: Subject to the terms and conditions of this article 16, all Participating Member Associations (including their PMA Guests and supporters of the Participating Member Associations) and Non-Participating Member Associations have the right to receive a certain allocation of Tickets depending on the participation in, or elimination from, the Final Competition.

16.1.2. FIFA's Ticketing Enforcement Measures: For the purposes of (i) best possibly ensuring a fair allocation of the available Tickets to all different Ticket customer groups of FIFA with the aim to ensuring a fair split of Tickets between the various individuals and entities in the Final Competition Territory and world-wide; (ii) maintaining the safety and security

procedures and operations implemented by FIFA and/or the LOC for the Final Competitions; (iii) protecting FIFA's fair pricing scheme; (iv) protecting consumer interests and ensuring full compliance with, general consumer protection principles in relation to the sale, distribution and use of Tickets; and (v) protecting any rights granted by FIFA to Commercial Affiliates, Media Rights licensees, the hospitality rights holder and any further third parties, FIFA may operate a global Ticketing enforcement programme. FIFA may also restrict the free use, transfer and re-sale of any Tickets by all Ticket holders and further entities to whom FIFA makes Tickets available, including all Participating Member Associations and Non-Participating Member Associations.

16.2. Ticketing Documents

The Ticket rights of the Member Associations are subject to the Member Association's accepting certain terms and conditions that the Member Associations and their PMA Guests must obey in connection with the sale, use and distribution of complimentary and purchasable Tickets allocated by FIFA to the Member Associations for the Final Competition as well as the Member Associations full compliance with such terms and conditions and all further Ticketing Documents which will be enforced and published by FIFA in good time prior to the Final Competition.

In case of any inconsistency of these Media and Marketing Regulations with any Ticketing Document, the terms and conditions of the respective Ticketing Document shall take precedence over the terms of these Media and Marketing Regulations, and in such case the relevant terms of these Media and Marketing Regulations shall be deemed amended accordingly.

No use for advertising and/or promotional purposes

Each Participating Member Association and Non-Participating Member Association receiving any Tickets, must refrain, and must ensure that its PMA Guests (including PMA Affiliates), respectively guests of a Non-Participating Member Association (including NPMA Affiliates), refrain from any advertising or promotional activity which involves, purports to involve or could be understood as involving the use of Tickets, tickets for official or unofficial training sessions in the Final Competition Territory during the Final Competition Period, or tickets to any other event related to the Final Competition which is organised by, or under the auspices of, FIFA. In particular, each Participating Member Association and Non-Participating Member Association receiving any Tickets, must ensure that its PMA Guests (including PMA Affiliates), respectively guests of a Non-Participating Member Association (including NPMA Affiliates), do not conduct any prize competitions, promotions, sweepstakes, lotteries or any further activities which, in FIFA's reasonable opinion, enable such guests/PMA Guests, or any third party, to create an association with FIFA, the LOC and/or the Final Competition and/or which enable any third party, as a consequence of its participation in such activities, to receive access or entitlement to a Ticket.

16.3. Conduct of Guests, PMA/NPMA Affiliates and customers

Each Participating Member Association and Non-Participating Member Association receiving any Tickets, is required to ensure that its guests/PMA Guests, PMA Affiliates, NPMA Affiliates, as applicable, and/or any third parties contracted to such Participating Member Association or Non-

Participating Member Association are notified of, agree to, and fully comply with, the terms and conditions of any Ticketing Document.

16.4. Ambush Marketing activities

Each Participating Member Association and Non-Participating Member Association receiving any Tickets is required to ensure that all guests/PMA Guests, PMA Affiliates, NPMA Affiliates, as applicable, and/or any third parties contracted to such Participating Member Association or Non-Participating Member Association refrain from conducting any advertising and/or promotional activity which could otherwise reasonably be regarded as an Ambush Marketing activity with respect to the exclusive rights of the Commercial Affiliates, Media Rights licensees appointed by FIFA, the hospitality rights holder and/or FIFA, including refraining from any advertising and/or promotional activity which could lead to the reasonable assumption that Tickets or other rights of access to the Final Competition may be acquired by third parties in relation to such activities.

PART F:

MEDIA COOPERATION AND SPECIFICS

17. MEDIA COOPERATION

17.1. Basic principle

Each Participating Member Association must assist, and must ensure that each Team Delegation Member assists, to the best possible extent, FIFA, the editors of all Digital Mediums utilised or operated by FIFA, representatives of the Media Rights Licensees and accredited media representatives in their media activities during the entire stay of the Team Delegation in the Final Competition Territory.

18. SPECIFIC RULES FOR CERTAIN FINAL COMPETITION SITES

18.1. Official FIFA/LOC Media Activities

18.1.1. General rules: All Participating Member Associations must comply with the following provisions at Official FIFA/LOC Media Activities:

- (i) The Participating Member Associations may not display, distribute or further apply any advertising or branding materials relating to any third party (including PMA Affiliates or any third party contracted to the Participating Member Associations or to a Team Delegation Member). This restriction includes backdrops, signage, products, services and (other than permitted by the Equipment Regulations or permitted pursuant to article 11 above) branding on

Equipment, other apparel or further Equipment items worn or used by players and/or other Team Delegation Members (see art. 11 par. 2 above);

- (ii) Media guides and other publications may not be distributed by, or on behalf of, any Participating Member Association, PMA Affiliate and/or any other third party contracted to the Participating Member Associations at any Official FIFA/LOC Media Activities unless previously approved by FIFA; and
- (iii) Players and other Team Delegation Members may not make any verbal reference to:
 - any PMA Affiliate and/or any third party contracted to the Participating Member Associations; or
 - any sponsor, supplier of, or other third party contracted to, a Team Delegation Member; or
 - any other commercial entity.

18.1.2. Official FIFA/LOC Media Activities at Final Competition Stadium: Each Participating Member Association is obliged to participate in, and support, the Official FIFA/LOC Media Activities in the Final Competition Stadium in which the Participating Member Association is scheduled to play a Final Competition Match as follows:

(i) Official Training Session Media Activities:

On the day preceding the Match Day, in connection with the official training session in the Final Competition Stadium, the Participating Member Association must ensure the following:

- (a) the official training session shall be open to media for the first fifteen (15) minutes following its start;
- (b) the official press conference organised by FIFA in the Final Competition Stadium following the official training session must be attended by the Participating Team's head coach and at least one (1) key player participating in the Final Competition. Such official press conference will be organised in the Final Competition Stadium at such time determined by FIFA irrespective of the official training session being held in the Final Competition Stadium or a full training session being held
- (c) the availability of the Participating Team's head coach and the key player attending the official press conference organised by FIFA for a stand up interview conducted by the FIFA TV Crew immediately following the conclusion of the official press conference; and
- (d) If the Participating Team conducts a mere "familiarisation visit" in the Final Competition Stadium, such "familiarisation visit" shall be

considered an official training session for the purpose of the Official FIFA/LOC Media Activity.

If no official training session is held, the Participating Member Association must ensure access for media to such other activity performed by the Participating Team on the day preceding the Match Day.

(ii) Match Day Media Activities:

On the Match Day, the Participating Member Association must ensure the participation in the following Official FIFA/LOC Media Activities coordinated by FIFA in the Final Competition Stadium:

- (a) well in advance before the arrival of the Team Delegation before each Final Competition Match, in close coordination with FIFA the host broadcaster appointed by FIFA and an official FIFA photographer shall be granted access to the Participating Team's dressing room for filming and photo purposes. This includes a unilateral stand-up by one Media Rights Licensee that is filmed by the host broadcaster;
- (b) upon arrival of the Team Delegation before each Final Competition Match, the Participating Team's head coach or other members of the Team Delegation, other than eligible players notified on the official start list for the respective Final Competition Match, shall be available for "Team Upon Arrival Interviews";
- (c) before the warm-up, approximately fifty (50) minutes prior to kick-off, the Participating Team's captain or one (1) key player shall be available for a stand-up interview conducted by the FIFA TV Crew. Such participation remains subject to the permission by the competent Team Delegation Members, it being understood that the sporting concerns of Team Delegation Members shall prevail;
- (d) during the half-time break of each Final Competition Match, the Participating Team's head coach or other members of the Team Delegation other than eligible players notified on the official start list for the respective Final Competition Match may be requested for a half-time flash interview by Media Rights Licensees in a designated broadcast area, subject to the agreement of such Team Delegation Member and approval by FIFA;
- (e) after each Final Competition Match, interviews by representatives of the Media Rights Licensees shall be given by the Participating Team's head coach and some players requested to be interviewed by the Media Rights Licensees:
 - as flash interviews on the field of play in the vicinity of the technical area as well as flash interviews in the players' tunnel or close to the team dressing rooms; and

- in TV studios of the Media Rights Licensees.
 - (f) after each Final Competition Match, the Participating Team's head coach and the player to whom the "Player of the Match" award for outstanding performance during the respective Final Competition Match was awarded by a Commercial Affiliate selected by FIFA (e.g. the "[SPONSOR] Player of the Match" or "[DARE TO SHINE] Player of the Match" award) must be present in the official post-match press conference; and
 - (g) after each Final Competition Match, the Participating Member Association shall ensure that at least one (1) player participating in the respective Final Competition Match will be available for an interview by the FIFA TV Team Crews or their nominees at a dedicated pre-mixed zone location of the Final Competition Stadium. Furthermore, the Participating Team's players must pass through the mixed zone of the Final Competition Stadium.

18.1.3. Official FIFA/LOC Media Activities at Official Training Sites and Team Hotels: Each Participating Member Association must assist, and must ensure that each Team Delegation Member assists, to the best possible extent, any Official FIFA/LOC Media Activity at Official Training Sites and Team Hotels in connection with all training sessions held outside of a Final Competition Stadium during the Final Competition Period, in accordance with the following terms and conditions:

- (i) sporting concerns and the privacy of Team Delegation Members shall in any case prevail;
- (ii) at the beginning of each training session, the Participating Member Association shall grant access to dedicated FIFA Officials and accredited media representatives, regardless of their nationality, to dedicated media areas at the Official Training Site for a duration of at least fifteen (15) minutes;
- (iii) with the exception of one (1) training session prior to each Final Competition Match, all PMA training sessions shall be open to media. The Participating Member Association shall inform FIFA, in writing, about its intention to debar media representatives from a training session after the fifteen (15) minutes' access for FIFA Officials and accredited media representatives; and
- (iv) FIFA Officials or media representatives will in no case be permitted to enter the field of play before, during or after such training session.

18.2. PMA Media Activities

18.2.1. General principle: Except as explicitly permitted in art. 18 par. 2.2 and 2.3 below, no PMA Media Activity may be held inside any Controlled Area.

18.2.2. Official Training Sites: Participating Member Associations may hold PMA Media Activities at locations designated by FIFA in an enclosed room at the Official Training Sites provided that they comply with the provisions of article 18 par. 1.1 above. Any PMA Media Activities at Official Training Sites or the positioning/displaying of a backdrop outside of the enclosed room designated by FIFA are prohibited.

18.2.3. Team Hotels: Participating Member Associations may hold PMA Media Activities in a special room designated by FIFA at their Team Hotels provided that they comply with the provisions of article 19 par. 1.1 below. Such special room must not be the lobby of the Team Hotel and the interior of such special room must not be visible from the lobby of the Team Hotel. Any PMA Media Activities at the Team Hotel or the positioning/displaying of a backdrop outside of the special room designated by FIFA are prohibited.

19. PMA MEDIA ACTIVITIES OUTSIDE OF CONTROLLED AREAS

19.1. PMA Media Activities outside of Controlled Areas

Participating Member Associations may hold PMA Media Activities outside of the Controlled Areas. Except as explicitly regulated otherwise in article 19 par. 1.1 below, in connection with all PMA Media Activities held outside of the Controlled Areas, the terms and conditions of these Media and Marketing Regulations, in particular the restrictions set out in article 18 par. 1.1 above apply.

Whereas with respect to the PMA Media Activities outside of the Controlled Areas, the following provisions shall also apply:

19.1.1. Media backdrops: During PMA Media Activities outside of the Controlled Areas the Participating Member Associations may position/display a media backdrop behind Team Delegation Members featuring advertising and/or branding materials relating to third parties (such as PMA Affiliates), provided that such advertising and/or branding materials shall:

- a) by no means, in FIFA's reasonable opinion, create any association between such third parties and FIFA, the LOC and/or the Competition;
- b) not display any of the Competition Marks or further Intellectual Property Rights owned by, or any other reference to FIFA, the LOC or the Competition (or parts thereof);
- c) display the emblem of the Participating Member Association (in full compliance with the terms and conditions set forth in the Equipment Regulations which apply accordingly); and
- d) unambiguously indicate the relationship between such third party and the Participating Member Association (e.g. "Official Sponsor of the Participating Member Association").

Any media backdrop used by a Participating Member Association outside of the Controlled Areas during the Final Competition Period requires the prior written approval of FIFA.

20. USE OF DIGITAL MEDIA

20.1. Use of Digital Media by Team Delegation Members

In order to protect the privacy of all Team Delegation Members, all members of the Team Delegations of other Participating Member Associations, all FIFA Officials, the integrity of the sport, of FIFA and the Final Competition as well as the integrity of FIFA's Marketing Rights and Media Rights, each Participating Member Association must ensure that all Team Delegation Members uploading or posting content on any Digital Medium must comply with the following terms and conditions with respect to any form of content related to their personal experiences at the Final Competition, the Final Competition in general or related information:

- (i) With the exception of Team Hotels and any PMA-specific media areas at the Official Training Site, Team Delegation Members are strictly prohibited from uploading or posting any such content during their presence inside a Controlled Area during the Final Competition Period;
- (ii) Any content posted or uploaded shall be confined solely to the Team Delegation Member's own personal Competition related experience. Without limiting the generality of the foregoing, it is prohibited to upload or post any interviews with, or stories about other Team Delegation Members, members of the opponent's Team Delegation or FIFA Officials;
- (iii) Team Delegation Members shall not disclose any information that is confidential or private in relation to any third party, including without limitation, information which may compromise the security, staging or organisation of the Final Competition, the security of any Participating Member Association or any Team Delegation, or the privacy of any Team Delegation Members, members of the opponent's Team Delegation or any FIFA Officials;
- (iv) Any content uploaded or posted shall at all times be in the spirit of fair play, dignified and in good taste and must by no means include any political or discriminatory message;
- (v) Except as explicitly otherwise set forth under this subsection (v) below, Team Delegation Members shall not use any Competition Marks. Team Delegation Members may use:
 - the word mark "FIFA Women's World Cup™" (including the equivalent in all languages, scripts and including the "™" in all language or script versions) and any permutation thereof whether registered or capable of registration;

- the word mark “Women’s World Cup” (including the equivalent in all languages or scripts); and
- other FIFA-related words on their social media sites or blogs,

in any case, provided that the word “FIFA” and other FIFA Women’s World Cup™ related words are not associated with any third party or any third-party products or services, and are by no means used for any commercial purposes;

- (vi) Team Delegation Members are prohibited from including any commercial reference in connection with the uploaded or posted content on their own Digital Medium. In particular, no advertising and sponsorship opportunities shall be offered and/or sold to third parties in connection with FIFA or Competition related content;
- (vii) Team Delegation Members may upload or post FIFA or Competition related content on any Digital Medium of third parties, provided that in FIFA’s opinion no association is created between such third parties, any company or product and the FIFA or Competition related content, and that such content is by no means used for any commercial purposes;
- (viii) Team Delegation Members shall refrain from using, and must ensure that no third party is using any uploaded or posted FIFA or Competition related content for any form of Ambush Marketing;
- (ix) Team Delegation Members shall not enter into any exclusive commercial or non-commercial agreement with any third party with respect to the uploading or posting of any FIFA or Competition related content;
- (x) Domain names including the words “FIFA” or “Women’s World Cup” or permutations thereof are not permitted to be established or used by any Team Delegation Member. During the Final Competition Period, Team Delegation Members may create sub-domains or hashtags referring to the Final Competition, such as [myname].com/FIFAWomensWorldCupFrance, #FIFAWWC or #DareToShine; and
- (xi) in order to facilitate access to pertinent FIFA information, Team Delegation Members uploading or posting FIFA or Competition related content pursuant to these Media and Marketing Regulations are encouraged to “link” their blogs to the official FIFA website, FIFA.com or to any further Digital Medium utilised or operated by FIFA.

Each Participating Member Association must inform its Team Delegation Members that whenever Team Delegation Members choose to go public with their opinions or statements on a Digital Medium, they are responsible for their commentary. Digital Media uploaders or bloggers may be held personally liable for any commentary deemed to be defamatory, obscene or proprietary.

PART G:
MISCELLANEOUS

21. MISCELLANEOUS

21.1. FIFA Disciplinary Code

If any Member Association and/or their Team Delegation Members, where applicable, fail to comply with these Media and Marketing Regulations, it will be liable to sanctions imposed by the FIFA Disciplinary Committee. The Participating Member Associations are fully responsible for the full compliance of their Team Delegation Members, their PMA Affiliates and/or any contracted third parties with these Media and Marketing Regulations. The Non-Participating Member Associations are fully responsible for the full compliance of their NPMA Affiliates and/or any contracted third parties with these Media and Marketing Regulations. The Member Associations shall immediately notify their PMA Affiliates, respectively NPMA Affiliates and contracted third parties of the content of these Media and Marketing Regulations and shall require their PMA Affiliates to comply with the terms of these Media and Marketing Regulations.

21.2. Prohibited items

Any items used at a Controlled Area by Participating Member Associations or their Team Delegation Members which do not comply with these Media and Marketing Regulations will be removed, confiscated or covered up at the discretion of the appropriate FIFA Officials. The Participating Member Association may also face the sanctions imposed by the FIFA Disciplinary Committee.

21.3. No liability

FIFA shall not be liable to a Member Association for any losses, fees, damages or any costs whatsoever which may arise as a result of or in connection with the requirements contained in these Media and Marketing Regulations and/or in the Competition Regulations and/or the Equipment Regulations.

21.4. Inconsistency

To the extent that the Competition Regulations and/or the Equipment Regulations are inconsistent with any aspect of these Media and Marketing Regulations, these Media and Marketing Regulations shall take precedence over the terms of the Competition Regulations and/or Equipment Regulations. The relevant terms of the Competition Regulations and/or Equipment Regulations shall be deemed amended accordingly.

21.5. Amendments

Upon notification to the Participating Member Associations, FIFA may amend these Media and Marketing Regulations at any time and at its own discretion.

FIFA, at any time prior to the Competition and at its own discretion, remains entitled to publish guidelines and circulars specifying these Media and Marketing Regulations or parts hereof.

21.6. Languages

These Media and Marketing Regulations exist in the four official FIFA languages (English, French, German and Spanish). In the case of any discrepancy in the interpretation of the English, French, Spanish or German texts of these Media and Marketing Regulations, the English text is authoritative.

21.7. No waiver

Any waiver by FIFA of any breach of these Media and Marketing Regulations (including of any document referred to in these Media and Marketing Regulations) will not operate as, or be construed to be, a waiver of any other breach of such provision or of any breach of any other provision or a waiver of any right arising out of these Media and Marketing Regulations or any other document. Any such waiver shall only be valid if given in writing. Failure by FIFA to insist upon strict adherence to any provision of these Media and Marketing Regulations, or any document referred to in these Media and Marketing Regulations, on one or more occasions will not be considered to be a waiver of, or deprive FIFA of the right to subsequently insist upon strict adherence to, that provision or any other provision of these Media and Marketing Regulations, or any document referred to in these Media and Marketing Regulations.

21.8. Enforcement

These Media and Marketing Regulations have been ratified by the FIFA Council and come into force immediately.