

News

TRADEMARK USAGE, ADVERTISING, AND ATHLETE SPONSORSHIP CONSIDERATIONS AT 2024 OLYMPICS

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Partners Jill Chalmers and Steve Smith, and Associates Madeline Considine and Ellen Whitehorn recently authored an article for [Sports Lawyers Association](#) discussing trademark usage, advertising and athlete sponsorship considerations during the 2024 Olympic and Paralympic Games, emphasizing the importance of strict compliance with International Olympic Committee (IOC) and U.S. laws.

The 2024 Olympic and Paralympic Games present unparalleled opportunities for sponsors and marketers, but also necessitate meticulous adherence to complex legal requirements. Jill, Steve, Madeline and Ellen delve into the stringent protections by the IOC on Olympic trademarks, including exclusive rights to symbols and phrases, as reinforced by the Ted Stevens Act in the U.S. They caution that unauthorized use of Olympic-related intellectual property can result in severe legal consequences. Furthermore, IOC Rules 40 and 50, which impose further restrictions on athlete sponsorships, underscore the need for neutrality and the avoidance of ambush marketing. This, the authors note, is essential for both sponsors and athletes to mitigate risks and uphold their reputations in this globally broadcasted event.

[Read the full article, analysis and in-depth considerations >](#)

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