

Striving towards an Ambush Free Olympics: Effective Strategies and Intellectual Property Legislations

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Abstract : The modern Olympic Games present an unparalleled platform for companies to gain worldwide visibility. The increasing popularity of such an event supplemented by large sums of money paid by sponsors for the privilege of being associated with the Olympic Games has spawned its own particular brand of unfair competition, called 'ambush marketing'. This research examines the practice of ambush marketing which has long been troubling the International Olympic Committee (I.O.C.) and its corporate sponsors. It emphasizes on implementing stringent legislative reforms by the host nations and to carry out effective 'Brand Protection Programs' for the upcoming Winter Olympics due to begin in February 2014 at Sochi, Russia and the Summer Olympics at Rio de Janeiro, Brazil in 2016. The research is carried out in the backdrop of out-standing legislative enactments made by the previous host nations and effective 'Brand Protection Program' formulated by their respective organizing committees.

Keywords : ambush marketing, international olympic committee (IOC), official sponsors, trademark

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