



SPORTS FEDERATION & OLYMPIC COMMITTEE OF HONG KONG, CHINA

港協暨奧委會提醒小心使用奧運相關標誌 以免觸犯知識產權問題

東京 2020 奧運正在日本火熱上演，至今本港劍擊運動員張家朗及游泳運動員何詩蓓更寫下香港體壇歷史光輝一頁，勇奪一金兩銀的好成績，令全港振奮。中國香港體育協會暨奧林匹克委員會（港協暨奧委會）留意到，近日有不少商業機構推出不同的祝賀優惠或宣傳。本會歡迎各界人士對香港運動員的支持和鼓勵，但提醒所有機構必須尊重奧林匹克知識產權，避免使用東京奧運及奧運五環等商標，以免觸犯相關知識產權問題。

港協暨奧委會指，根據國際奧委會規定，如非奧運會的特約贊助商，或未經奧委會認可，不得在商業活動中提及奧運，或使用其商標作宣傳，否則可能會觸犯知識產權問題，或需承擔法律責任。這些商標包括（但不限於）：組委會標誌、奧運五環、吉祥物、口號、「城市+年份」的奧運會標識、奧運火炬、獎牌等設計及與之有關的任何鑄模等，詳情可瀏覽東京奧運版權相關網頁 <https://olympics.com/tokyo-2020/en/utilities/copyright>。

而港協暨奧委會標誌及產品、服務名稱，均為港協暨奧委會之註冊商標，未經港協暨奧委會的事先同意，不可以任何方式展示或使用。

港協暨奧委會表示，作為國際奧委會的地區奧委會，獲授權組織及管理相關知識產權事宜，須確保奧運相關的知識產權在香港得到正確使用，並提醒已發布相關標誌／口號的人士需盡快撤回涉及以上內容的文章或宣傳品。如有任何疑問，歡迎聯絡港協暨奧委會查詢，港協暨奧委會樂意提供一切所需協助。

港協暨奧委會衷心感謝各贊助機構和合作夥伴對中國香港代表團的鼎力支持，包括國泰航空有限公司、中國工商銀行（亞洲）有限公司、FILA Marketing (Hong Kong) Limited、恒基兆業地產集團、Fitness First、日清食品有限公司、信興集團、香港中國旅行社、Mainetti (Eastern China) Limited、Germagic、中國移動香港有限公司及 OAKLEY。

發稿機構：中國香港體育協會暨奧林匹克委員會

日期：2021 年 7 月 30 日



SPORTS FEDERATION & OLYMPIC COMMITTEE OF HONG KONG, CHINA

SF&OC Reminds to use Olympic Logos Carefully to avoid infringement of intellectual properties

Tokyo 2020 Olympic Games is the trending event right now. Hong Kong fencer Mr. CHEUNG Ka Long and swimmer Ms. Siobhan Bernadette HAUGHEY have won a gold medal and two silver medals at the Tokyo Olympics, start a glorious new chapter for Hong Kong's sport history. The Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) notices that some commercial organizations have launched various special offers to express their congratulations. SF&OC welcomes all the support to Hong Kong athletes, but would like to remind all organizations to respect the copyright and trademarks of the International Olympic Committee (IOC) and the Tokyo 2020 Organizing Committee for the Olympic and Paralympic Games (Tokyo 2020).

According to the regulations from IOC, the Olympic identifications, such as the logo of Tokyo 2020, Olympic Rings, emblems, mascots, pictograms, Games' titles, images, sounds, etc. - are exclusive intellectual properties of the IOC and Tokyo 2020 and they are internationally protected as trademarks and copyrights. Only the Games' sponsors are allowed to use these intellectual properties relating Olympic and Paralympic Games, or else it may cause infringement of copyright and trademarks. Persons violating the provision may be liable as stipulated by law. For details, please visit Tokyo 2020 related website: <https://olympics.com/tokyo-2020/en/utilities/copyright> .

Also, the SF&OC emblems, products, and titles are listed as SF&OC registered trademarks. Without SF&OC's prior permission, public should have no right to display or use them in any manner.

SF&OC is appointed by the IOC for the execution and control over the uses of Olympic intellectual properties in Hong Kong. The afore-mentioned Olympic properties must be used properly according to the official guidelines. SF&OC kindly reminds the relevant organizations should immediately cease such improper use of Tokyo 2020 and Olympic Rings in all forms and refrain from any further uses of the Olympic intellectual properties in both printed and online platform in a way that could create confusion or



SPORTS FEDERATION & OLYMPIC COMMITTEE OF HONG KONG, CHINA

association with the Olympic Games. The IOC reserves all of its rights to take any further legal action without prior notification. Should public have any enquiries, please feel free to contact SF&OC. SF&OC would be happy to offer any help if needed.

SF&OC would like to express our heartfelt appreciation to all supporting organizations and sponsors, including Cathay Pacific Airways Limited, Industrial and Commercial Bank of China (Asia) Limited, FILA Marketing (Hong Kong) Limited, Henderson Land Group, Fitness First, Nissin Foods Company Limited, Shun Hing Group, China Travel Services (H.K.) Ltd., Mainetti (Eastern China) Limited, Germagic, China Mobile Hong Kong Limited and OAKLEY.

Issued by: Sports Federation & Olympic Committee of Hong Kong, China

Date: 30 July 2021