



MARKETING RULES OF THE 2020 IIHF WORLD JUNIOR HOCKEY CHAMPIONSHIP FOR THE USE OF TICKETS, SYMBOLS, NAMES AND OTHER KINDS OF INTELLECTUAL PROPERTY RIGHTS ASSOCIATED WITH THE IIHF WJC 2020

Use of Ticket

The ticket holder may not resell it to any third party or use it for advertising purposes (e.g. contests and consumer lotteries). This is a binding stipulation in the General Terms of Business for the sale of tickets. Please refer to 2020.worldjuniors.hockey for more detailed information. Pursuant to the General Terms of Business and the Visitor Rules of the 2020 IIHF World Junior Hockey Championship, the ticket buyer or holder may not use the ticket or a substantial portion of it in relation to the promotion (including contests and consumer lotteries) of the ticket buyer or holder themselves or any of their products or services for any purposes, commercial or otherwise.

Any breach of these terms qualifies as an act of unfair competition meeting the definition of the body of the offense of **free riding on reputation** pursuant to Section 2976 et seq. of Act No. 89/2012, the Civil Code, and/or any other body of offense of unfair competition and, under certain circumstances, may also qualify as the **criminal offense of breaching the regulations of competition** pursuant to Section 248 of Act No. 40/2009, the Criminal Code. Any person committing this criminal offense exposes him- or herself to potential legal action and other repercussions.

Misuse of Symbols of the 2020 IIHF World Junior Hockey Championship

The symbols (trade marks) of the 2020 IIHF World Junior Hockey Championship include the logo, the event mascots and title (see 2020.worldjuniors.hockey). The International Ice Hockey Federation and the Czech Ice Hockey Association are the proprietors of the trademark rights. Any use of the logo, mascots or the title of the championship is governed primarily by Act No. 441/2003 on Trade Marks.

Anyone who is not a partner of the 2020 IIHF World Junior Hockey Championship and uses or misuses the championship symbols for advertising or any other purposes is in breach of Act No. 441/2003 on Trade Marks. In such event, the proprietor of the trademarks may enforce its rights pursuant to Act No. 221/2006 on the Enforcement of Industrial Property Rights.

Anyone using or misusing the symbols of the world championship for advertising or other purposes without being a partner of the 2020 IIHF World Junior Hockey Championship may, by doing so, also meet the definition of the body of the **criminal offense of breaching the rights to a trade mark and other kinds of identification** pursuant to Section 268 of Act No. 40/2009, Criminal Code, and expose themselves to potential legal action.

Governed by



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Organizing Committee
Czech Ice Hockey
Ceskomoravska 2420/15
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Advertising and Any Other Activity in the Stands, Inside the arena and in its Closest Surroundings during, before and after a Game

Pursuant to the General Terms of Business and the Visitor Rules of the 2020 IIHF World Junior Hockey Championship, it is forbidden to engage in any marketing and advertising activities except those organized by the organizer.

Anyone in breach of this ban is thereby committing an act of unfair competition, meeting the definition of the body of offense of **free-riding on reputation** pursuant to Section 2976 et seq. of Act No. 89/2012, the Civil Code, potentially also other bodies of offense of unfair competition. Any action of an individual in breach of this ban may also qualify as a **criminal offense of breaching the regulations of competition** pursuant to Section 248 of Act No. 40/2009, the Criminal Code, and may thus lay grounds for legal action against this individual.

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