

News

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

Aug 19, 2024

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 >](#)

RELATED PRACTICE AREAS

- Intellectual Property and Technology Disputes

MEET THE TEAM



Jill J. Chalmers

Colorado Springs

jill.chalmers@bclplaw.com

+1 719 381 8427



Steven B. Smith

Colorado Springs

steve.smith@bclplaw.com

+1 719 381 8457



Madeleine A. Considine

Denver

[madeleine.considine@bclplaw.co](mailto:madeleine.considine@bclplaw.com)

[m](#)

+1 303 866 0217



Ellen E. Whitehorn

Dallas / St. Louis

ellen.whitehorn@bclplaw.com

+1 314 259 2276

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be "Attorney Advertising" under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP's principal office and Kathrine Dixon (kathrine.dixon@bclplaw.com) as the responsible attorney.