EXPO 2020 DUBAI
BRAND PROTECTION GUIDELINES

January 2019
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1. INTRODUCTION
INTRODUCTION

Dubai’s successful bid for Expo 2020 promised an exceptional Expo for the UAE and the world. Our region has never before enjoyed this unique platform to showcase our qualities on such a global scale.

We understand that companies are eager to use Expo 2020 Dubai intellectual property to boost their activities by linking their products and services to Expo and raising their own profile in the process.

There are numerous opportunities for businesses to be part of Expo 2020 Dubai by becoming a Commercial Partner or a Supplier. These opportunities are available for review and tendering via our tender portal: esource.expo2020dubai.ae.

For our Commercial Partners, one of Expo 2020 Dubai’s most beneficial assets is our intellectual property, including our brand.

Our Commercial Partners receive valuable rights and benefits which include usage and association of Expo 2020 Dubai intellectual property. All other entities related to Expo such as suppliers do not have such rights or benefits.

These Brand Protection Guidelines are provided as an informative guide to outline the Do’s and Don’ts when associating with or referring to Expo 2020 Dubai.

We thank you for your understanding and look forward to staging an exceptional Expo with your support.
2. INTRODUCING EXPO 2020 DUBAI
INTRODUCING EXPO 2020 DUBAI

All over the world, people are dedicating effort and imagination to solving some of today’s most pressing challenges—from unlocking development opportunities for the next generation to re-imagining how people travel and experience the world through access to education, sustainable energy, food and water.

Innovations are being created that five years ago would have been unimaginable. Expo 2020 Dubai is guided by the belief that innovation and progress are the result of people and ideas combining in new ways.

Over the course of six months from October 2020, Expo will bring together 190 countries and millions of people to celebrate human ingenuity: ‘Connecting Minds, Creating the Future’ in action.

Expo 2020 Dubai will advance the connections between three critical subthemes that are fundamentally shaping our world: ensuring Opportunity for people and communities, furthering the promise of physical and virtual Mobility, and ensuring a future of Sustainability for all.

Between its opening day on 20 October 2020, and its close on 10 April 2021, we expect Expo to be visited millions of times. Seventy per cent of all visitors are expected to come from outside the UAE - the largest proportion of international visitors in World Expo history.

We aim to create and deliver an inclusive and global Expo with over 200 participants, including nations, multilateral organisations, businesses and educational institutions.

Expo 2020 also has an ambitious volunteer programme, which aims to include more than 30,000 people from a wide range of ages, nationalities, cultures and backgrounds.

The Expo site covers a total of 4.38km², including a 2km² gated area. It is located within Dubai South, adjacent to Al Maktoum International Airport.

Expo 2020 Dubai will be the first event on this global scale to take place in the Middle East, Africa and South Asia.

In its short lifespan, the UAE’s remarkable development and progress has shown the world a new level of possibility. With Expo 2020 Dubai, we want to play our part in inspiring future generations and to, together, spark innovations that underpin the next stage of human progress.

Expo 2020 Dubai is committed to building a legacy that is sustainable and long lasting beyond 2021. The vision includes a significant addition to the infrastructure of the UAE and its economic, social and cultural landscapes, with a knock-on regional and global impact. This will be achieved through four main legacies: economic, reputational, physical and social.
3. WHY WE NEED TO PROTECT THE BRAND
WHY WE NEED TO PROTECT THE BRAND

Expo 2020 Dubai would not be possible without the financial support raised through our Official Partnerships.

Our Official Partners’ value comes through the right to associate themselves officially with Expo and its intellectual property. If this benefit is not protected and unauthorised businesses were able to link themselves to Expo, the value of the official partnership is significantly devalued.

We will not let this happen - both for Partners and ourselves since we must protect our resources to stage an Expo which will do justice to our nation and the region.

The Expo 2020 Dubai registered trademarks constitute an integral part in ensuring that we are able to protect our Partners’ investment and prevent any infringements.

Those Partners, in turn, support and believe in the values that sit at the core of our brand. They commit to working with us to bring Expo vision, ideals and values to life.

Expo 2020 Dubai is a premium brand which is recognised around the world. To maintain this position, we can only allow a limited number of other world class brands, our Partners, to associate themselves with us. Similarly, it is vital that our own brand is used in a way that reflects this high-end positioning.

As a result, the public receives only consistent and authorised messaging from both Expo and those licensees and retailers which are officially cleared to do so.
As Expo 2020 Dubai nears and excitement for the event grows, it is understandable that many entities want to associate themselves with the event, raising their own profile in the process. However, only official Partners of Expo 2020 Dubai (both Commercial and Non-Commercial) hold the right to associate with Expo 2020 Dubai in this way.

Ambush marketing is the term used to describe the act of creating a false or unauthorised association with an event, whether intentional or not. For example, if a business uses the Expo 2020 Dubai logo on their website to enhance their product or service, it benefits from being associated with the public excitement around the event without paying for the privilege.

This damages the investments of genuine Partners, and may risk Expo 2020 Dubai’s ability to fund the event.

For example, a local charity may host an “Expo themed” event in the community. Even though this event is well intentioned, it could undermine the ability of Expo 2020 Dubai to offer true exclusivity to its Partners.

The Expo 2020 Dubai Brand Team is actively engaged in various monitoring activities to prevent and combat ambush marketing, but we also ask for your help in reporting any suspicious or illegal activity.

Suspicious activity should be reported directly to brandteam@expo2020.ae
4. PROTECTED MARKS
PROTECTED MARKS

All of the following names, words, marks and logos relating to Expo 2020 Dubai and its programmes and initiatives are legally protected and owned by or licensed to Expo 2020 Dubai.

The official logo

EXPO 2020
Dubai
UAE

Official logotype (Dual language)

EXPO 2020
إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

Bureau International Des Expositions (BIE) logo

Our bespoke font is also legally protected, as are all other official marks of Expo 2020 Dubai including mascots.

The only entities permitted to use the Expo 2020 Dubai brand and protected marks are its Official Participants, Official Commercial and Non-Commercial Partners, Official Licensees, Official Ticket re-sellers and Official Media Partners.
PROTECTED MARKS

Official existing logo mark

Official existing logo (English)

Official existing logo (Dual language)

Official existing logo (Arabic)

Bureau International Des Expositions (BIE) logos

Expo & BIE logo lockup (Dual language)
Please note the old logo shown here is no longer to be used. It is protected in classes 16, 35, 41 and 42.
5. ASSOCIATION RIGHTS
ASSOCIATION RIGHTS

Expo 2020 Dubai protects its brand in the same way other businesses, events or organisations do – by registering our brand assets and relying on intellectual property laws to preserve these rights.

Our brand governance also includes the protection of rights to associate with our brand. Therefore, the Expo brand team may take action against entities that are found to misuse or illegally associate with Expo 2020 Dubai. This would include the misuse of any protected elements relating to the Expo brand, including words, images, logos or marks – or a combination of these.

Expo 2020 Dubai can grant its International Participants, Official Partners and Official Licensees the right to create an association between their business, goods or services and Expo 2020.

Expo 2020 Dubai has the right to prevent people creating such an association without its authorisation. Legal action will be taken against any business that falsely suggests an association between their goods or services and Expo 2020 in any advertising, marketing material or on products.

An association with Expo 2020 Dubai that is made by any business or government agency that has not signed an agreement with Expo 2020 Dubai is illegal.

An association with Expo 2020 Dubai can be created through the use of any words, images or marks related to the event. For example: images of the site, images from previous Expos or making reference to a mega event in Dubai during 2020, all evoke the spirit of Expo 2020 Dubai and may contribute to the understanding of an association with Expo 2020.
ASSOCIATION RIGHTS

Expo 2020 has certain expressions that also form part of the Expo 2020 Dubai brand and must not be used to create an undue association with Expo 2020, such as:

EXPO 2020 DUBAI
EXPO DUBAI 2020
2020 DUBAI EXPO
EXPO 2020
EXPO DUBAI
TWENTY TWENTY DUBAI

Note: An association with Expo 2020 can be created by the use of any words, images, marks, or, more likely a combination of these. An infringement can be made whether the words and phrases have been used or not.
ASSOCIATION RIGHTS

An advert using the word Expo and 2020 in a context that does not suggest an association with Expo 2020 Dubai

An advert which creates an association with Expo 2020 Dubai through the use of text.
6. LEGAL RIGHTS
A. Intellectual Property

Expo 2020 Dubai’s intellectual property primarily consists of the trademarks detailed in section 4 (both registered and unregistered) and copyright as pertaining to works such as the Mascot (s) in accordance with the UAE Federal Law No. 37 of 1992 on Trademarks (as amended by Law No. 19 of 2000 and Law No. 8 of 2002) and the Federal Law No. 40 of 1992 on the Protection of Intellectual Works and Copyright. Expo 2020 Dubai has developed and protected an assortment of logos, words, symbols and other trademarks which will be used and/or allowed by the Official Participants, Official Commercial and Non-commercial Partners and Official Merchandise Licensees.

Expo 2020 Dubai will engage in court proceedings to protect its brand, seize illegal products and claim financial compensation for any damages suffered.

In addition to the registration of Expo 2020 Dubai’s logomark and wordmark worldwide, a brand protection strategy is followed by applying several processes that monitor the use of the Expo 2020 Dubai brand and flag any infringement.

B. Enforcement

Expo 2020 Dubai takes brand protection very seriously, and will not hesitate to take legal steps as necessary to prevent the illegal usage of our marks.

As needed, Expo 2020 Dubai will engage in court proceedings to halt the situation, seize illegal products and claim financial compensation for the damages suffered.
7. DO’S AND DON’T’S
DO’S AND DON’TS

Advertising and Marketing

There are clear rules governing advertising and marketing in relation to Expo 2020 Dubai. Businesses need to be aware of the restrictions on developing any campaign or promotion that creates a link to Expo 2020.

The following pages give information on various specific areas, but the general rule is that you should not use Expo 2020 Dubai as a marketing tool unless you are an Official Participant or Official Commercial Partner and have been permitted rights to do so.

- DO respect the investments made by official Expo 2020 Dubai Partners to gain an exclusive right of association with the event.
- DO advertise your products or services without creating an association with Expo 2020.
- DON’T suggest an association between your products or services and Expo 2020 Dubai. This includes advertising but also any marketing material or sales promotions, as well as in major internal corporate marketing and employee engagement activities.

Make every moment yours
DO’S AND DON’TS

Advertisement features and Editorial

Expo 2020 Dubai permits the use of its protected marks to be used editorially, for example when journalists are reporting on or giving information about the event in an article, provided the statements are factual and not made gratuitously for marketing purposes nor linked to a commercial entity.

However, the protection for journalism does not extend to advertisements written in the form of an article (commonly referred to as ‘advertisement features’ or ‘advertorials’) that suggest an association between products or services and Expo 2020 Dubai.

Expo doesn’t wish to stop people talking about or providing information on Expo 2020, but when doing so, Expo 2020 legal rights should be kept in mind.

- Do provide relevant, factual information to clients and customers in a way that does not promote your business in association with Expo 2020 Dubai.

- Do ensure that any information you are providing is accurate – see expo2020dubai.ae

- Don’t produce advertisement features that suggest an association between your products and Expo 2020 Dubai.
Conference and Events

Expo 2020 Dubai hosts a number of events and conferences annually in the run-up to the event through its BusinessConnect, Youth Connect, Expo Live and other initiatives. Only these official events run by Expo 2020 Dubai are permitted to use the protected marks.

Businesses that invite customers to events related to Expo 2020 Dubai’s theme or subthemes are not permitted to use the protected marks. While it may be appropriate, for example, for firms to hold a seminar that includes some information about Expo 2020, holding an event, that is solely about Expo 2020 Dubai may suggest an official association between the firm and Expo 2020.

- Do get accurate information by attending official Expo 2020 Dubai conferences and seminars at which Expo staff will be speaking.
- More information about upcoming events can be found on our website expo2020dubai.ae

- Don’t put on promotional or marketing events that focus entirely on Expo 2020 Dubai, or produce marketing material or host seminars, which although informative, are presented in a way that amounts to marketing your business in association with Expo 2020.
- Don’t assume that because a conference or event is labeled ‘Expo 2020 Dubai’ or similar, that it is endorsed by the organisers of Expo 2020 or that the information will be accurate.
DO’S AND DON’TS

Social Media

Expo 2020 official social media pages already exist:

youtube.com/user/DubaiExpo2020
twitter.com/expo2020dubai
facebook.com/Expo2020Dubai
instagram.com/expo2020dubai
linkedin.com/company/expo-2020-dubai

Rights to use the protected marks are only permitted to official Expo 2020 Dubai social media accounts. Businesses should not use the marks to avoid misleading people. Instead businesses may repost official Expo 2020 Dubai content.

✅ Do visit our official social media platforms
✅ Do repost official Expo 2020 Dubai content

❌ Don’t sell unofficial or counterfeit Expo 2020 Dubai merchandise or event tickets.

❌ Don’t create Expo 2020 Dubai related accounts that may mislead people
DO’S AND DON’TS

Websites

Websites that provide relevant information about the event and are being operated on a non-commercial basis, for example, a supporter’s site used to provide information about sustainability, chat rooms about the event, are unlikely to infringe Expo 2020 Dubai’s rights. Websites are not exempt from the legal provisions that protect the Expo 2020 Dubai marks.

✅ Do create additional pages on your existing website to provide factual information about the event which links back to expo2020dubai.ae provided there is no commercial association and provided it is relevant to your line of business.

✅ Do visit expo2020dubai.com to learn more about opportunities and the event.

❌ Don’t use a domain name that is likely to infringe Expo 2020 Dubai legal rights. For example, a domain name used for your business that contains an Expo 2020 protected word, for example:

expodubai2020.com
businessnamexpo2020.com
expo2020tickets.com
expogifts2020.com

❌ Don’t forget that trademark and copyright laws apply to websites

❌ Don’t sell unofficial or counterfeit Expo 2020 Dubai merchandise or tickets online.
DO’S AND DON’TS

Merchandise

Expo 2020 Dubai is working with the police, customs and intellectual property experts to catch counterfeiters.

Businesses and individuals should not produce unofficial Expo 2020 merchandise or produce counterfeit goods.

Contact Expo 2020 Dubai on licensingandretail@expo2020.ae if you want to become a licensee.

✅ Do buy official Expo 2020 Dubai merchandise. To make sure you are buying official merchandise, look out for the Expo 2020 Dubai security hologram.

❌ Don’t manufacture unofficial Expo 2020 Dubai merchandise, or copy official merchandise to produce counterfeit goods - this is strictly prohibited.

❌ Don’t purchase products that do not bare the official Expo 2020 Dubai hologram.
DO’S AND DON’TS

Business names

Businesses may not use or register, in whole or in part, trade names such as ‘Expo Dubai’, ‘Expo 2020’ or ‘Dubai 2020’ and so on except as specifically noted in these guidelines.

Any business trade name registration that includes a protected word as indicated in these guidelines will not be able to register as a company under that name, nor be given a trade licence, prior to Expo 2020 Dubai’s authorisation.

Event tickets

Tickets for Expo 2020 Dubai will be highly sought-after after going on sale. Selling, marketing, advertising or offering to sell Expo 2020 Dubai tickets (including fake tickets) to make a profit is prohibited and is illegal. Expo 2020 Dubai reserves the right to pursue any person who offers and/or sells fake tickets for Expo 2020 Dubai.

The right to run ticket promotions is reserved for Expo 2020 Dubai Commercial Partners. Ticketing promotions from unauthorised entities will be strictly prohibited by the tickets’ terms and conditions.

✔️ Do be aware of the restrictions on businesses’ trading names.

❌ Don’t make reference to Expo 2020 Dubai when naming a commercial or business establishment. A sales promotion linked to the Expo 2020 Dubai.

❌ Don’t adopt a business name which includes the protected words or suggests an association to Expo 2020 Dubai.

✔️ Do purchase Expo 2020 Dubai tickets through official channels.

❌ Don’t use Expo 2020 Dubai tickets in any manner for product promotions including, but not limited to, offering free tickets or running competitions to win tickets.

ENJOY DUBAI WITH EXPO 2020 TOURS

For booking, please visit expo2020tours.com
8. GETTING INVOLVED
GETTING INVOLVED

There are several ways you can get involved in Expo 2020 Dubai and help us host the best World Expo possible:

- Register on the e-source portal esource.expo2020dubai.ae to get updates and notifications about relevant Expo 2020 Dubai business opportunities.
- Follow Expo 2020 Dubai on social media.
- Visit the Expo 2020 site for employment opportunities and to get involved in events and workshops.
- Visit the Expo Live page for opportunities with the Impact Grant Programme.
- Buy official Expo 2020 Dubai merchandise and tickets to the event when they are made available.

Do not infringe Expo 2020 Dubai legal rights. If you want to report any infringements, email brandteam@expo2020.ae

Expo Dubai 2020 does not wish to stop people talking about or providing information on the Expo 2020, but when doing so Expo’s legal rights should be borne in mind as protecting the Expo 2020 brand is essential to the success of the event. By following the guidelines given in this module you will be supporting the Expo 2020 efforts.

Thank you for your continued support.
Expo 2020 Dubai would like to thank its partners for their invaluable support.

OFFICIAL PREMIER PARTNERS

accenture  
CISCO  
DP WORLD  
Emirates

OFFICIAL PARTNERS

Emirates NBD  
etisalat  
mastercard  
NISSAN  
PEPSICO  
SAP  
SIEMENS

OFFICIAL PROVIDERS

DARKMATTER GROUP  
Orient