# Contents

1 **Introduction** ........................................ 1  
   References ........................................... 21  

2 **The Commercial Monopoly in Sports Mega-Events** ........... 23  
   2.1 Introduction ......................................... 23  
   2.2 Commercial Rights to Mega-Events: The ‘Nuts and Bolts’ of How It Works ........................................... 32  
   2.3 The Development of the Modern Mega-Event Sponsorship Model ........................................... 58  
   2.4 Category Exclusivity of Sponsorships of Mega-Events ........ 71  
   2.5 Conclusion ........................................... 86  
   References ........................................... 88  

3 **Ambush Marketing of Sports Mega-Events** .................... 91  
   3.1 Introduction ......................................... 91  
   3.2 What Is ‘Ambush Marketing’? .......................... 93  
   3.3 The Available (Traditional) Legal Bases for Protection Against Ambush Marketing ........................................... 105  
      3.3.1 Claims of Rights in the Founding Documents of International Sports Organisations ....................... 106  
      3.3.2 Contractual Regulation of Commercial Rights to an Event ........................................... 107  
      3.3.3 Control of (Access to) Event Venues ................ 115  
      3.3.4 Advertising and Sponsorship Codes of Practice .............................................................................. 121  
      3.3.5 Intellectual Property Rights and Common Law Unlawful Competition Protection .................... 124  
      3.3.6 The Use of a Combination of Grounds .................. 130  
   3.4 Is All ‘Ambushing’ Necessarily Ethically, and Legally, Wrong? ........................................... 137  
   3.5 Conclusion ........................................... 155  
   References ........................................... 156
4 Harnessing Special Laws to Protect Commercial Rights to Sports Mega-Events ................................ 159
4.1 Introduction ................................................. 159
4.2 ‘We Want Special Laws, or Else…’ ......................... 160
4.3 Evaluating the Legitimacy of Demands for Special Legal Protection of Commercial Rights to Mega-Events. ............... 171
4.4 The Special Legislation to Protect Commercial Rights to Mega-Events: An Overview of Selected Jurisdictions .......... 187
  4.4.1 The Applicable Anti-Ambush Marketing Legislation in Brazil ............................................. 189
  4.4.2 Anti-Ambush Marketing Protection in India .............. 200
  4.4.3 The Applicable Anti-Ambush Marketing Legislation in the United Kingdom ............................ 206
  4.4.4 The Applicable Anti-Ambush Marketing Legislation in New Zealand ....................................... 223
  4.4.5 The Applicable Anti-Ambush Marketing Legislation in South Africa ....................................... 229
  4.4.6 The Applicable Anti-Ambush Marketing Legislation in Australia ............................................. 244
  4.4.7 The Applicable Anti-Ambush Marketing Legislation in Canada ............................................... 250
  4.4.8 The Applicable Anti-Ambush Marketing Legislation in the Russian Federation ....................... 255
  4.4.9 The Applicable Anti-Ambush Marketing Legislation in China ................................................. 262
  4.4.10 Applicable Anti-Ambush Marketing Protection in the United States of America ....................... 269
4.5 Conclusion ..................................................... 288
References ................................................................ 289

5 Mega-Event Rights Protection and Intellectual Property Laws ........................................ 293
5.1 Introduction ..................................................... 293
5.2 Do Event Organisers Enjoy a Special IP Right in the Name of Their Event? ............................ 301
  5.2.1 What is an ‘Event Mark’? ................................. 302
  5.2.2 Sepp Blatter and the Chocolate Factory ................ 312
5.3 ‘IP+ Protection’ in Sui Generis Mega-Event Legislation .................................................. 322
  5.3.1 Requirements for Establishment and the Scope of Protection .................................................. 327
  5.3.2 Turning Words into Property; or the Development of a ‘Monopoly on Language’ ..................... 373
5.4 Evaluating the Legitimacy of ‘IP4’ Event Protection in Light of the Traditional Theories of IP Law ................................. 394
5.5 Conclusion ........................................ 407
References ........................................... 411

6 Mega-Event Rights Protection and Competition (Antitrust) Laws ......................... 415
6.1 Introduction ....................................... 415
6.2 Examining the Competition Law Implications of Mega-Event Commercial Rights Protection ....................... 418
6.2.1 Is Sponsorship Exclusivity in Respect of Events Legal? ................... 419
6.3 Sui Generis Mega-Event Legislation and Their Potential Competition Law Implications ........................................... 471
6.3.1 Sui Generis Event Legislation as State Grants of Exclusive Rights: Some Guidance from the EU? ........ 472
6.3.2 The Potential Anti-Competitive Effects of Sui Generis Event Legislation: A Very Brief Overview .......... 476
6.4 Conclusion ........................................ 482
References ........................................... 483

7 Mega-Event Commercial Rights Protection and Human Rights ................................... 487
7.1 Introduction ....................................... 487
7.2 Freedom of Expression ............................. 491
7.2.1 ‘Ambush Advertising’ and Freedom of Commercial Expression ............ 496
7.2.2 ‘Clean Zones’ and Freedom of Speech ............................................ 516
7.2.3 Airlines, Dogs and Yoga Clothing: Of Parody and Common Sense .......... 524
7.2.4 Conclusions ....................................... 529
7.3 Freedom of Trade ..................................... 532
7.4 Rights to Property .................................... 542
7.5 Conclusion ........................................ 548
References ........................................... 554

8 ‘Jumping on the Brand Wagon’: ‘Association Rights’ and the Thematic Space of the Sports Mega-Event .......... 557
8.1 Introduction ....................................... 557
8.2 Is the Public Good Served By Sui Generis Protection of Commercial Rights By Means of Special Events Legislation? ........................................... 559
8.3 What, Exactly, Does Such Special Event Legislation Aim to Protect? ............ 579
8.4 What, Exactly, Does Such Legislation Prohibit? 608
8.5 Those Magnificent Young Ladies with Their Little Orange Dresses: How Anti-Ambushing Laws Lose the Plot 617
8.6 Counting the Costs of Such Legislation in the Greater Scheme of the Hosting of Mega-Events 631
8.7 Conclusion 634
References 641

9 In Defence of the Monopoly? 643
9.1 Introduction 643
9.2 ‘Show Me the Money!’: How Self-Proclaimed ‘Non-Profit’ Event Organisers Rake in the Mega-Event Profits 645
9.3 The ‘Survival of the Games’ Rhetoric in Support of Aggressive Anti-Ambushing Measures and Special Laws 656
9.4 ‘And in this Corner: The Squeaky-Clean Money-Men?’ 675
9.5 Conclusion 682
References 687

10 Conclusions 689
10.1 Introduction 689
10.2 How Laws are Abused to Protect Commercial Rights to Mega-Events Against Ambush Marketing: A Summary 691
10.3 Modern Challenges and Expectations for the Future 704
10.3.1 Expanding the Monopoly: The Evolution of a Potential ‘Sports Event Organiser’s Right’? 705
10.3.2 Ambush by Social Media 709
10.3.3 The Changing Face of the Modern Ambush 714
10.4 How Do We Fix Things? 716
10.4.1 A Few Suggestions for the Host Nation Lawmakers 718
10.4.2 A More Radical Suggestion for a Uniform Solution 729
10.5 Final Thoughts 734
References 743

Appendix A 745

Appendix B 751

Glossary 755

Index 757