



30 October 2019

Fédération internationale de Football Association (FIFA)
FIFA President
FIFA-Strasse 20
CH-8044 Zurich
SWITZERLAND

Dear Mr President

MAJOR EVENTS MANAGEMENT ACT 2007 AND INTELLECTUAL PROPERTY – FIFA WOMEN'S WORLD CUP 2023

In relation to New Zealand and Australia's joint bid to host the FIFA Women's World Cup 2023 (the Event), I, Carolyn Tremain, the Chief Executive of the Ministry of Business, Innovation and Employment (the Ministry), hereby confirm the following:

Major Events Management Act 2007 protections

The Major Events Management Act 2007 (the Act) will protect the Event in accordance with its terms, provided FIFA applies for, and is granted, a declaration under the Act that the Event is a major event.

The Act provides certain protections for events that are declared to be major events under this Act in order to prevent unauthorised commercial exploitation at the expense of either a major event organiser or a major event sponsor. Under the Act the following are prohibited:

- representations that suggest persons, brands, goods, or services have an association with a major event when they do not;
- advertising that intrudes on a major event activity and the attention of the associated audience;
- activities that might compromise the smooth running of a major event, such as ticket scalping and pitch invasion.

Enforcement officers are able to exercise the powers conferred by this Act.

Protection of FIFA intellectual property

The Act makes provision for emblems or words to be declared as Major Event Emblems or Major Event Words which provides added protection for events. Any other FIFA trade mark can be protected under the Trade Marks Act 2002 provided it meets the prescribed criteria. Once registered or declared protected, such intellectual property will be entitled to the full protection of such laws.

Carolyn Tremain

Chief Executive
Ministry of Business, Innovation and Employment

Date: 30 October 2019.

