



UNITED STATES  
OLYMPIC COMMITTEE  
521 5th Avenue, Suite 822  
New York, NY 10175

To Whom It May Concern:

While we know that your company would not engage in such activities, in the past, certain companies that are not Olympic sponsors have sought to take advantage of the public attention and euphoria surrounding the Olympic Games by building Olympic themes into their marketing programs. Companies that use Olympic-related advertising can create the false impression of having some official association with the United States Olympic Committee, the U.S. Olympic Team and/or the Olympic Games. Such advertising by unaffiliated companies is called “ambush” or “parasite” marketing.

As you may know, the United States Olympic Committee (USOC) is a not-for-profit, Congressionally chartered organization, responsible for training, funding and sending U.S. athletes to the Olympic Games. By statute, Congress granted the USOC exclusive rights to control *all* commercial use of Olympic imagery and/or terminology in the United States via the Ted Stevens Olympic and Amateur Sports Act, 36 U.S.C. §220501 et seq. (the “Act”).

Unlike the National Olympic Committees of many other countries, the United States Olympic Committee does not receive sustained federal funding to support its efforts. It relies almost exclusively on private resources, public fundraising and by licensing the use of the Olympic marks, images and terminology to our official Olympic sponsors, suppliers, and licensees. These legitimate license and sponsorship fees support U.S. Olympic athletes, and finance this country’s participation in the Olympic Games, which could not otherwise be achieved.

Ambush marketing often arises simply due to a lack of awareness of the Act. However, it is sometimes a deliberate attempt to capitalize on the goodwill and marketing value associated with the Olympic Games without investing the resources required to become an Olympic sponsor. This attempt threatens the legitimate marketing and promotional activities of official Olympic sponsors, suppliers and licensees.

With the U.S. Olympic Team Trials now underway, and the upcoming Olympic Games occurring in London, England in July, 2012, the USOC is committed and obligated to enforcing its rights under the Act, as well as all relevant copyright and trademark laws, in order to prevent ambush marketing and to ensure a strong future for the Olympic Movement in the United States.

Under the Act, the USOC may file a civil action against any entity using Olympic imagery or terminology in advertising for commercial purposes in an effort to capitalize on the goodwill of the Olympic Movement, without the express written permission of the USOC. In general, any unauthorized commercial use of Olympic terminology or imagery falls within the prohibitions of the Act and therefore violates federal law.

As a leader in the industry, you can provide verbal, written or moral support, in creating a collective voice against ambush marketing. Such advertising campaigns ultimately hurt the U.S. Olympic Team and Olympic Hopefuls for future Olympic Games. In addition, they place both the ambush marketers

and the agencies that create their ads in jeopardy of litigation. Such marketing practices do a disservice to the Olympic Movement in the United States.

Your support is extremely important to us as a country. Only with a full understanding and an ethical commitment from corporate America can the U.S. Olympic Team and tomorrow's Olympic Hopefuls be assured of the support that they need to seek athletic excellence. Please show your support for the U.S. Olympic Team by circulating this information to the relevant individuals within your organization. Thank you in advance for your support.

With Best Regards,

A handwritten signature in dark ink, reading "Lisa P. Baird". The signature is written in a cursive style with a large, stylized initial "L".

Lisa P. Baird  
Chief Marketing Officer  
U.S. Olympic Committee



## OLYMPIC TRIALS MARATHON

The U.S. Olympic Trials Marathon course is open and free to the public. The course consists of downtown and Buffalo Bayou Park. For the safety of both spectators and participants please see the restrictions below for race day. The Houston Marathon Committee has applied with the City of Houston for the use of the course areas. While we encourage support and spectators for the athletes, the Houston Marathon Committee reserves the right to remove or relocate tents, banners or others objects that do not comply with city ordinances or restrictions specific for the Trials.

**TENTS** – All unauthorized and commercially branded tents will be removed. Please be respectful to other groups when setting up a tent. Groups or individuals may be asked to remove or relocated their tent if it does not adhere to the guidelines below or if it creates a danger to spectators or participants.

- Tents can NOT contain any commercial branding or logo identification.
- Tents can NOT be larger than 20x20.
- Tents are NOT allowed to be set up on the street and should be at least 40 feet from the street.
- Tents must NOT block a pedestrian path or create an obstacle for police or medical.
- Tents are allowed in the Buffalo Bayou Park on a first come basis.
- Tents must be 100 feet from any water station.

**SIGNAGE** – All unauthorized signage will be removed.

- Flags are NOT allowed.
- Banners are NOT allowed.
- NO stickers, art, carpet or other forms of signage is allowed on or around the course.
- No Inflatables.
- No branded premium items are allowed to be distributed on or around the course.

### OTHERS

- NO open flames.
- NO food or water can be distributed to the athletes.
- NO parking on the course. Please follow all posted signs in regards to parking.
- NO glass containers.
- All pets must be on a leash.
- Please leave the area as you found it. Trash & recycling bins will be provided in multiple areas.

For commercial organizations:

The U.S. Olympic Trials – Marathon is an event owned by the U.S. Olympic Committee. In the past, companies that are not USOC sponsors have sought to take advantage of public attention surrounding the Olympic Games and U.S. Olympic Trials through Olympic-related advertising and on-site activations. Through the Ted Stevens Act, Congress has granted the USOC exclusive rights to control all commercial use of Olympic imagery and/or terminology in the U.S. The USOC relies on legitimate licensing and sponsorship fees to support U.S. Olympic athletes and finance the U.S.'s participation in the Olympic Games, therefore we are making significant efforts to enforce its rights under the Ted Stevens Act, prevent ambush marketing and ensure a strong future for the Olympic movement in the U.S.

For reference, please see the attached letter concerning ambush marketing around the upcoming U.S. Olympic Trials and Olympic Games.