



**WORLD ATHLETICS
CHAMPIONSHIPS
T O K Y ● 2 5**

World Athletics Championships Tokyo 25 Rights Protection Public Guidelines

1. Introduction

These Guidelines outline the protection of the “Official Marks, Etc.” that are the words, images, marks, etc. related to the World Athletics Championships Tokyo 25 (“WCH Tokyo 25” or the “Event”) owned by World Athletics (the “WA”) and the Local Organising Committee of World Athletics Championships Tokyo 25 (the “LOC”). The “Official Marks, Etc.” related to the WCH Tokyo 25 are protected by the Trademark Act, the Copyright Act, the Unfair Competition Prevention Act, and other laws and regulations and may not be used freely. Any use of the “Official Marks, Etc.” requires the approval of the WA.

These Guidelines may be updated periodically. Please check

[\[https://worldathletics.org/en/competitions/world-athletics-championships/tokyo25\]](https://worldathletics.org/en/competitions/world-athletics-championships/tokyo25) for the latest version.

Organisations/Projects allowed to use the WCH Tokyo 25 intellectual property:

- (1) Sponsors and other right holders (such as WA sponsors, WCH Tokyo 25 sponsors, Event broadcast rights holders, and product licensees)
- (2) Japan Association of Athletics Federations
- (3) Newspapers, TV stations, magazines, and other media organisations (for reporting purposes only)
- (4) Other organisations/projects approved by the WA for use

*If the above (1) to (4) use the “Official Marks, Etc.”, their use is limited to the rights and items granted by the WA.

2. Our Protected “Official Marks, Etc.”

The registered and unregistered “Official Marks, Etc.” are protected by the Trademark Act, the Copyright Act, the Unfair Competition Prevention Act, the passing-off-related laws and regulations, and other various laws and regulations. The following is an illustrative list of the “Official Marks, Etc.”

(1) WA Corporate Mark



(2) Official Event Logo



(3) Official Event Title

World Athletics Championships Tokyo 25
WCH Tokyo 25

2. Our Protected “Official Marks, Etc.”

(4) Official Event Mascot



(5) Calligraphy



The approved calligraphy above must always be used together with the Official Event Logo.

2. Our Protected “Official Marks, Etc.”

(6) Event Look



Only the above-mentioned organisations/projects may use the “Official Marks, Etc.”

Those who are not sponsors or other right holders are prohibited from using the “Official Marks, Etc.” or suggesting association with WCH Tokyo 25 or the WA without permission.

3. Legal protection

The intellectual property related to WCH Tokyo 25 is protected by the “Trademark Act,” the “Unfair Competition Prevention Act,” the “Copyright Act,” and other laws and regulations in Japan. If an unauthorised use of the intellectual property is found, the corresponding penal provisions may be applied.

(1) Trademark Act

Prohibition of infringement of trademark rights

It is provided in the Trademark Act that the holder of trademark right has an exclusive right to use the registered trademark in connection with the designated goods or designated services (Article 25).

In addition to the use of a trademark without lawful authorisation, the use of a trademark similar to the registered trademark in connection with the designated goods or designated services, the use of the registered trademark or a trademark similar thereto in connection with goods or services similar to the designated goods or designated services, and preparatory actions for any of the foregoing are deemed to constitute infringement of the trademark right (Article 37).

If an unauthorised use is found, it may be subject to a demand for injunction (Article 36) and may be subject to a claim for damages.

Criminal punishment

It is provided that an infringer of a trademark right is subject to punishment by imprisonment for a term not exceeding ten years or a fine not exceeding 10,000,000 yen or both (Article 78).

It is provided that any person who has committed an act that is deemed to constitute infringement of a trademark right is subject to punishment by imprisonment for a term not exceeding five years or a fine not exceeding 5,000,000 yen or both (Article 78-2).

3. Legal protection

(2) Unfair Competition Prevention Act

Prohibition of known or famous indication of goods or business

It is provided that the act of creating confusion with another person's goods or business, by using an indication of goods or business (meaning a trade name, trademark, marks, or any other indication of goods or business) that is identical or similar to another person's indication of goods or business that is well-known among consumers as belonging to that person, or the act of using an indication of goods or business that is identical or similar to another person's famous indication of goods or business as one's own constitutes unfair competition (Items 1 and 2 of Paragraph 1 of Article 2). Any of those acts may be subject to a claim for injunction against infringement and a claim for compensation for damage (Articles 3 and 4).

Criminal punishment

It is provided that a person that, for a certain purpose, commits any act of unfair competition under Item 1 or 2 of Paragraph 1 of Article 2 is subject to imprisonment for not more than five years, a fine of not more than 5,000,000 yen, or both (Items 1 and 2 of Paragraph 2 of Article 21).

(3) Copyright Act

Prohibition of acts of infringement of copyrights

Any act of using (such as reproducing, transferring, transmitting to the public of, or adapting) a copyrighted work owned by another person (such as the official event logo or the official event mascot) without authorization of the copyright owner will constitute an act of infringement of a copyright and may be subject to a demand for injunction (Article 112) and a claim for compensation for damage.

Criminal punishment

It is provided that a person that infringes on a copyright is subject to imprisonment for a term of up to ten years, a fine of up to 10,000,000 yen, or both (Paragraph 1 of Article 119).

4. No Promotional / Advertising use, No Association

Those who are not sponsors or other right holders (whether they are corporations, organisations, or individuals) are prohibited from implying a relationship with WCH Tokyo 25 or the WA for commercial purposes without permission as ambush marketing.

Examples of what is not permitted:

- X The use of the Event logo in a social media post promoting a business
- X The use of the Event mascot in an advertisement of sportswear shops
- X A social media post which states an “WCH Tokyo 25 DISCOUNT”

Please note:

- Those who are not sponsors or other right holders are prohibited from conducting advertising or promotional activities that implies their business or brand as a sponsor of the Event.
- Advertising within the venues is strictly controlled.
- Names, images and logos of national teams and athletes competing at the WCH Tokyo 25 is also protected. These should not be used for commercial purposes without their consent.
- Each sponsor of an athlete or national team must clearly specify the athlete or team it sponsors so that third parties do not misunderstand that it is a sponsor of the WA or WCH Tokyo 25.

5. Use of Images and Footage

WA and its official broadcasters and official photography agencies control the official images and official footage taken at the Event. The WA also controls the footage and imagery from historic WA events. These are copyrighted and may not be used without permission.

Spectators and athletes may take photos and videos while at the Event for private purposes. However, none of them may be used for commercial purposes, whether the permission of the relevant photographer or videographer is obtained or not.

Examples of what is not permitted :

- X The use of footage from WCH Tokyo 25 in an advertisement or promotion without permission from WA
- X The use on a company's social media site of a photo of the start of the men's 100m final taken at the WCH Tokyo 25 by one of its employees

6. Ticket Promotions

Tickets for the Event may not be used for commercial purposes without the WA's or the LOC's permission. Only the sponsors and other right holders may conduct campaigns, etc. using tickets for the Event.

Tickets obtained through an unpermitted ticket promotion may be voided. Actions may also be taken under the laws of Japan against the entity running the unpermitted ticket promotion.

Examples of what is not permitted :

- X Running a “campaign for winning WCH Tokyo 25 tickets”
- X An advertisement which states “a chance to see [an athlete's name] run for the final time”

7. Prohibited activities inside and outside the venue

(1) Prohibited activities in stadium

Advertising activities within the stadium are strictly controlled. The display of advertisements, activities that could be regarded as advertising of any kind and the display which makes the name of a company stand out other than the sponsors are prohibited.

If there is any conduct deemed to be ambush marketing, such as holding up the flag of a specific company, or a group of people wearing the name or logo of a specific company in support, or any other advertising or promotional activity in breach of the ticket terms and conditions, the visitor will be refused entry or asked to leave the venue.

(2) Prohibited activities in the vicinity of the stadium and on the marathon/walking course

In the area around the stadium and in the area of the race course, the display of advertisements is regulated by the Outdoor Advertising Ordinance. Also, it is prohibited to distribute leaflets, sampling, promotional or advertising materials that have a significant impact on general traffic on the public road.

Examples of what is not permitted :

- X Displaying a banner in the stadium which bears a company name
- X Distribution of flags or inflatable cheering sticks with a company's logo on them to spectators

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【Contact Information】

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