

United States
Olympic & Paralympic
Committee

1 Olympic Plaza
Colorado Springs, CO 80909

April 24, 2024

TO: Selected Businesses/Corporations in the Indianapolis Area

FROM: Karen Hays
Senior Counsel, Intellectual Property

Re: Marketing/Advertising related to the 2024 U.S. Olympic Team Trials - Swimming, presented by Lilly

We are excited for the 2024 U.S. Olympic Team Trials – Swimming, presented by Lilly (“Swim Trials”) to be hosted in Indianapolis! As an Indiana business, we recognize your essential part in a community that embraces the Olympic and Paralympic Movement. In the event that you might be considering advertising or marketing activities in association with the Swim Trials in June, we wanted to provide some information and guidance related to the United States Olympic & Paralympic Committee (“USOPC”).

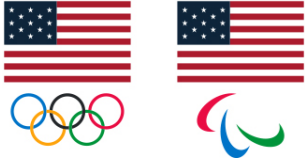
As you may know, the USOPC is a non-profit corporation chartered by Congress to coordinate, promote and govern all international amateur athletic activities in the United States. The USOPC is therefore responsible for training, entering and underwriting U.S. Teams in the Olympic and Paralympic Games.

Unlike the National Olympic and Paralympic Committees of many other countries, the USOPC does not rely on federal funding to support all its efforts. We raise the money we need to feed, house, and train U.S. athletes primarily by public fundraising and by licensing use of the Olympic and Paralympic marks to our official sponsors, suppliers, and licensees. These marks include, but are not limited to, the terms OLYMPIC, PARALYMPIC, GO FOR THE GOLD, LET THE GAMES BEGIN, TEAM USA, the Olympic Rings, and the Paralympic Agitos.

To support the USOPC, Congress has granted us the exclusive right to use and control the commercial use of certain terminology and imagery, including the words OLYMPIC and PARALYMPIC and the Olympic Rings and Paralympic Agitos designs (and simulations thereof) in the United States. In addition to these special protections, the USOPC owns many federal trademark registrations for the aforementioned marks, as well as for OLYMPIC TRIALS which are protected under federal regulations. In order to protect the value of these USOPC marks, we try to carefully monitor all third party uses.

To that end, we ask that, in your advertising and marketing plans, please kindly:

- Refrain from any direct or indirect usage of the USOPC’s marks/logos or tickets or specific references to USOPC events unless and until you have obtained the prior written consent of the USOPC. This includes both physical and digital uses.
- Do not attempt to associate with or exploit the goodwill of any USOPC event. This would include using tickets to Swim Trials in any sweepstakes, promotions or contests.
- Cooperate with the USOPC in our monitoring of unauthorized use of USOPC trademarks, tickets, and references to USOPC events.
- If your business is a television entity, review and abide by the NBC-provided [News Access Guidelines](#).



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If you are not the individual responsible for ensuring that advertising and/or marketing activities involving your company are in compliance with legal restrictions, we would greatly appreciate your assistance in forwarding this to the appropriate person.

For further details, our brand usage guidelines may be found at: <https://www.usopc.org/commercial-and-brand-usage-guidelines>.

Go Team USA!