

FP WEEKLY NEWSLETTER

February 4-8

Did you know?

2019

As most of you know, the Patriots pulled off a win for the Super bowl over the weekend! (Sorry if you weren't rooting for them). But did you know that saying the actual words, "Super Bowl" has some seriously strict guidelines? According to legalbeagle.com, here are some of those guidelines...



Trademarked Terms

Without the clear permission of the NFL, broadcasters and other media may not use the following terms or images:

"Super Bowl," "Super Sunday," The Super Bowl logo, "NFL," "AFC," or "NFC," "The National Football League," "American Football Conference," "National Football Conference," or any team name or nickname.

Media outlets may state the following terms and information without the NFL's permission: "The Big Game," "The Professional Football Championship Game," the date of the game and the names of the two competing cities. But be careful not to mock the NFL for making the guidelines so strict; they don't like it and they like their money!

Product Promotions

Because the NFL has a firm grip on its legal marketing rights, it is free to license the trademarks listed above at a very high price. For a potato chip company to put the words "Super Bowl" on the bags of its product, as the "official snack of the Super Bowl," for example, it will have to pay the NFL a large sum of money.

Media Promotions

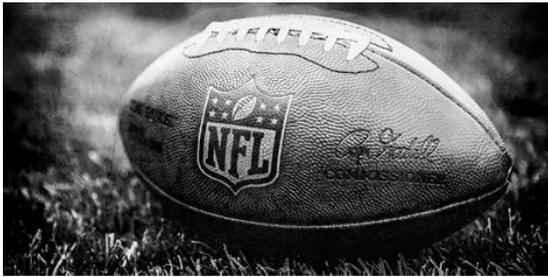
In addition to the need for licensing NFL trademarks for product promotions, companies and media outlets must also license the trademarks if they wish to support their own sales, broadcasts or publications. Calling a news station "your Super Bowl headquarters," for example, requires the licensing fee.

Viewing Parties

The NFL also carefully regulates public viewings of the Super Bowl. No one may charge admission to a viewing of the game because this would violate the NFL's copyright of the telecast. Even the size of the screen in public viewings is important; no one may publicly broadcast the game on a screen larger than 55 inches diagonally.

Nominative Fair Use

News programs and other media may use the trademarked terms under a special condition called nominative fair use. When simply reporting the facts of the game after it has occurred, for example, reporters may say the phrase "Super Bowl" and the names of the teams involved. Still, the use of the terms must be strictly informative and imply no association between the media and the NFL.



Jokes frommmmm PETE!

Q: Why aren't koala's actually bears?

A: They don't meet the koalafications!

Q: What do you call a Bear with no ears?

A: B

Q: Wanna hear a bad cat joke?

A: Just kitten!

Q: What did the cat say when the mouse got away?

A: You gotta be kitten me!