



4 April 2017

Sirs,

**Indian Premier League 2017 -
Use of logos, trademarks, word marks and proprietary content by hospitality
service providers**

We represent the legal interests of the Indian Premier League (“IPL”), a sub-committee unit of the Board of Control for Cricket in India (“BCCI”) and write to you seeking your cooperation and support in relation to the upcoming VIVO Indian Premier League 2017, scheduled to take place between 5 April, 2017 and 21 May, 2017 (“VIVO IPL”). We are informed that your organisation is the representative body for hotels, restaurants and hospitality service providers in India and are hence writing to solicit your assistance in circulating the contents of this letter amongst your member agencies. We request you to note that the guidelines in this letter are applicable to all hotels, restaurants and hospitality service providers operating in India.

As you are likely aware, in order to stage an event of such scale, the IPL contracts with official broadcasters, commercial partners and licensees and, in turn, grants them exclusivity of association with the VIVO-IPL and exclusivity of usage of proprietary names (“IPL Names”), proprietary marks and logos (“IPL Marks”), and other proprietary and protected IPL content, including audio and audio-visual match footage (“IPL Proprietary Content”). It is incumbent, upon the IPL to protect this exclusivity and thereby its official broadcasters, commercial partners and licensees. The IPL is the owner of all IPL Names, IPL Marks and IPL Proprietary Content.

Through this letter of advance notification, we intend to clarify what constitutes permissible and impermissible activity in relation to the VIVO IPL, so as to prevent any inadvertent infringements of IPL Names, IPL Marks and IPL Proprietary Content by hotels, restaurants and hospitality service providers. In this context, on behalf of all your members, we request you to note the following:

- VIVO; Vodafone; YES BANK; CEAT; Maruti Suzuki; FBB; Novi Digital and Sony Pictures Networks India are currently the exclusive sponsors and partners of the VIVO IPL. Certain other sponsors and partners may be designated by the IPL from time to time;

- No hotel, restaurant or hospitality service provider is entitled to make unlicensed commercial use of any or all of the IPL Names, IPL Marks or IPL Proprietary Content, or commercially associate in any other way, either expressly or impliedly, including through marketing promotions, contests, advertising, fantasy games or other commercial activity, with the IPL or the VIVO IPL;
- More specifically, please be informed that, without license, your members may not:
 - use any or all of the IPL Names, IPL Marks and IPL Proprietary Content in conjunction with any of your promotions, advertisements, messages, names, logos, trademarks or word marks;
 - conduct any marketing or hospitality promotions, contests, advertising, fantasy games or other commercial activity that uses any or all of the IPL Names, IPL Marks and IPL Proprietary Content,
 - conduct any third party sponsored marketing or hospitality promotions, contests, advertising, fantasy games or other commercial activity that uses any or all of the IPL Names, IPL Marks and IPL Proprietary Content;
 - screen, without license, any or all of the VIVO IPL matches and conduct any hospitality promotions around such screening; or
 - use tickets for 'VIVO IPL 2017 matches' as prizes in any of your marketing or hospitality promotions, contests, advertising, fantasy games or other commercial activity;
- In the event that any of your members have entered into an arrangement with the IPL's official broadcast partner, Sony Pictures Networks India to screen VIVO IPL matches, they are not thereby entitled to use IPL Names or IPL Marks;
- Should any of your members fail to adhere to the above, we will engage with your members to bring to your members' attention the permissible parameters of activity and work with your members to resolve the matter. However, should such activities persist, your members will be deemed to have knowingly breached the applicable guidelines and we will have no other option but to initiate further action, including legal recourse, on behalf of the IPL.

For your information, the IPL has engaged the services of a specialised monitoring

agency to monitor the usage of IPL Names, IPL Marks and IPL Proprietary Content by hotels, restaurants and hospitality service providers during the VIVO IPL. Further, the VIVO IPL 2017 Brand and Content Protection Guidelines are available for your reference on the official VIVO IPL website: <http://www.iplt20.com/>.

As you will understand, the IPL must act to protect its and its official broadcasters', sponsors' and partners' rights. If you or your members, have any questions or enquiries relating to this letter or encounter any difficulty in complying with any of the above or require clarification as to how your members can avoid infringements of IPL's intellectual property rights, please do not hesitate to contact us at: bcciip@copyrightintegrity.com.

We thank you for your understanding in relation to the above and look forward to your and your members' co-operation in ensuring that premier events of this nature continue to be part of the cricketing calendar.

Sincerely,



R. Gopalakrishna

Chief Legal Counsel

Copyright Integrity Advisory (India) Pvt. Ltd.