

USE OF REFERENCES RELATED TO THE 2026 WORLD CUP



In light of the upcoming 2026 FIFA World Cup, it is important to bear in mind that FIFA holds an extensive portfolio of intellectual property rights protected worldwide.

These rights cover the official tournament names, logos, emblems, slogans, mascots, and other graphic elements associated with the event. Commercial use of such assets is reserved exclusively for the event’s official sponsors and licensees.

In this context, any advertising campaign or commercial activation that refers to the tournament should be carefully assessed.

Expressions such as “World Cup,” “World Cup 2026,” “FIFA 2026,” or similar references used for promotional purposes, as well as the use of official logos or messages that may suggest sponsorship or affiliation without formal authorization, may give rise to significant legal risks, including trademark infringement, copyright violations, and potential unfair competition claims.

This also applies to promotions, sweepstakes, or social media activations that commercially link a company to the tournament.



Given that FIFA typically strengthens its monitoring and enforcement mechanisms during the World Cup period, we recommend that any initiative related to the 2026 football event be reviewed in advance by specialized Intellectual Property counsels.

A preventive assessment allows creative strategies to be adjusted while minimizing legal exposure.

We remain at your disposal to assist with any specific inquiries or analysis.

CONTACT

Mauricio Chozas
mchozas@cuestacampos.com

Lorena Pinto
lpinto@cuestacampos.com