Fifa cracks down after beer stunt

Fifa fiercely guards its marketing rights on behalf of such companies. While many feel such an approach is justified to protect their brand, the issue has been a controversy one in South Africa in the run-up to this tournament, with Fifa facing accusations of being overly aggressive in protecting its rights.

But, like it or not, it is now a fact of life in the increasingly commercialised world of sport. And if England wants to host the 2018 World Cup then it, too, will have to ensure Fifa’s partners are similarly protected.

In 2006, two years after winning the race to stage this World Cup, South Africa passed a new law - the Merchandise Marks Act - designed to safeguard Fifa’s intellectual property rights and prevent the sort of ambush marketing Fifa says Bavaria attempted.

Britain already has such laws, introduced following London’s successful bid to stage the 2012 Olympics. But, with an even more highly developed commercial market in the United Kingdom, Fifa will want even firmer assurances that its ability to make money will not be hindered in any way if the 2018 World Cup is awarded to England in December.

Fifa garnered its market-righting rights on behalf of such companies. While many feel such an approach is justified to protect their brand, the issue has been a controversy one in South Africa in the run-up to this tournament, with Fifa facing accusations of being overly aggressive in protecting its rights.

But, like it or not, it is now a fact of life in the increasingly commercialised world of sport. And if England wants to host the 2018 World Cup then it, too, will have to ensure Fifa’s partners are similarly protected.

In 2006, two years after winning the race to stage this World Cup, South Africa passed a new law - the Merchandise Marks Act - designed to safeguard Fifa’s intellectual property rights and prevent the sort of ambush marketing Fifa says Bavaria attempted.

Britain already has such laws, introduced following London’s successful bid to stage the 2012 Olympics. But, with an even more highly developed commercial market in the United Kingdom, Fifa will want even firmer assurances that its ability to make money will not be hindered in any way if the 2018 World Cup is awarded to England in December.

Fifa fiercely guards its market-righting rights on behalf of such companies. While many feel such an approach is justified to protect their brand, the issue has been a controversy one in South Africa in the run-up to this tournament, with Fifa facing accusations of being overly aggressive in protecting its rights.

But, like it or not, it is now a fact of life in the increasingly commercialised world of sport. And if England wants to host the 2018 World Cup then it, too, will have to ensure Fifa’s partners are similarly protected.

In 2006, two years after winning the race to stage this World Cup, South Africa passed a new law - the Merchandise Marks Act - designed to safeguard Fifa’s intellectual property rights and prevent the sort of ambush marketing Fifa says Bavaria attempted.

Britain already has such laws, introduced following London’s successful bid to stage the 2012 Olympics. But, with an even more highly developed commercial market in the United Kingdom, Fifa will want even firmer assurances that its ability to make money will not be hindered in any way if the 2018 World Cup is awarded to England in December.