



6 April 2018

Sirs,

**Indian Premier League 2018-
Use of logos, trademarks, word marks and proprietary content by travel 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 we write to you seeking your cooperation and support in relation to the upcoming VIVO Indian Premier League 2018 (“VIVO IPL”), scheduled to take place between 7 April, 2018 and 27 May, 2018. We are informed that your organisation is a representative body for the travel and tourism industry 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 various guidelines in this letter are applicable to all travel 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 (“IPL Proprietary Content”). It is incumbent upon the IPL to protect this exclusivity and thereby its official broadcasters, sponsors and partners. 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 travel agents and travel service providers. In this context, on behalf of all your members, we request you to note the following:

- VIVO, TATA Motors, Future Enterprises, Paytm, CEAT and STAR India Private Limited 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;

- Travel service providers are permitted to tie-up with individual franchises participating in the VIVO IPL and to use only the names and marks of the franchise they are associated with in promoting and making available travel and tour packages;
- In the event that your members have entered into a formal arrangement with any of the franchisees participating in the IPL, as a partner or sponsor, please be advised that such association permits your members to use only the names, marks, designation and proprietary content of the franchise (as agreed with such franchise owner) and does not permit your members, by means of such relationship, to use IPL Names, IPL Marks and IPL Proprietary Content, or associate or claim association in any other way, either expressly or impliedly, with the IPL;
- Tickets to VIVO IPL matches may be sold or otherwise included for commercial purposes as part of a travel or tour package (e.g., combining match tickets with flights and/or a hotel room for the night). However, please note that terms such as 'IPL Tickets' may not be used in promoting the travel and tour packages. Your members may only refer to the name of the IPL franchise, if any, that they have associated with;
- 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 exclusive rights granted by the IPL to its sponsors and we will have no other option but to initiate further necessary action, including legal recourse, on behalf of the IPL.

For your information, the IPL has engaged the services of a specialised agency to monitor, on a daily basis, the usage of IPL Names, IPL Marks and IPL Proprietary Content by travel service providers during the VIVO IPL. Further, the VIVO IPL 2018 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,

A handwritten signature in purple ink, appearing to read 'R. Gopalakrishna', with a horizontal line underneath the name.

R. Gopalakrishna

Chief Legal Counsel

Copyright Integrity Advisory (India) Pvt. Ltd.