

# FIFA VERSUS BRAZIL

**THE 'GENERAL LAW** of the World Cup' - legislation that establishes a set of standards required by FIFA for holding the tournament - has not yet been approved as there are legal and ideological barriers between FIFA and the Brazilian government that need to be overcome.

Currently, the bill of law is awaiting the result of discussions between both sides to be voted in the Congress and sanctioned by the Brazilian president.

The first relevant topic of the General Law is the protection of the intellectual property of FIFA's official logos and trademarks. FIFA considers that Brazilian legislation could be more vigorous with respect to the violation of intellectual property rights and ambush marketing actions and, therefore, is demanding the creation of more severe penalties for those who disrespect these rules.

The issuance of an insurance policy against any and all damages that might arise from the event and effect FIFA and its employees is also an important matter. Although the Brazilian government has agreed to contract this insurance in the Host Agreement, the General



Law does not state it as a clear obligation, being, therefore, a decision that will rest solely with the executive branch of the Brazilian government.

The bill of law does not deal with the controversial topic of ticket prices: FIFA is prescribed as exclusively responsible for determining the prices of the tickets for the football matches. Nevertheless, there are some Brazilian laws that directly interfere on ticket pricing for entertainment events, granting students and the elderly a 50 per cent discount on tickets. FIFA expects that a provisory suspension of the aforementioned laws will be adopted at least during the World Cup in less than three years time.

*“Brazil is experiencing a unique moment for its sports legal framework, not only in view of recent governmental changes that bring other motivations to legislative modification, but also due to the fact that in the next five years Brazil will host two of the major sporting events of the world - the 2014 FIFA World Cup and the 2016 Olympic Games.”*

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