NOTICE 787 OF 2007 21 JUNE 2007

DEPARTMENT OF TRADE AND INDUSTRY MERCHANDISE MARKS ACT, 1941 (ACT 170F 1941)

PROPOSED PROHIBITION ON THE USE OF CERTAIN WORDS AND EMBLEMS FOR FIFA WORLD CUP 2007

I, Mandisi Mpahlwa, Minister of Trade and Industry, in pursuance of the requirements of Section 13 of the Merchandise Marks Act 1941 (Act 17 of 1941), hereby give notice that the Federation Internationale de Football Association (FIFA), has conveyed a request for a prohibition, in terms of Section 15(1)(b) of the said Act, on the use of certain words and emblems as depicted in the attached documents, Annexure A, B1, B2, B3, C1 and C2 in connection with any trade, business, profession, occupation or event, or in connection with a trade mark, mark or trade description applied to goods other than the use thereof by FIFA or its mandatories.

Please note that in deciding on this matter, I will also consider principles contained in the Trade Marks Act, 1993 (Act No. 194 of 1993), dealing with issues considered before trade marks are granted or not granted.

Interested persons are invited to submit, in writing, any objections to Mr Netshitenzhe, Director of Commercial Law and Policy, Pretoria 0001, fax number: (012) 39 42506 or email address <u>McDonaldN@thedti.gov.za</u>, to reach him within thirty (30) days of the publication of this Notice.

MANDISI MPAHLWA

MINISTER OF TRADE AND INDUSTRY

З



Page 29

EXHIBIT 10

PART A3



.....

. .

	K	
SOUTH AFRICA 2010		Ø

B1

Page 30

5

EXHIBIT 10

PART B

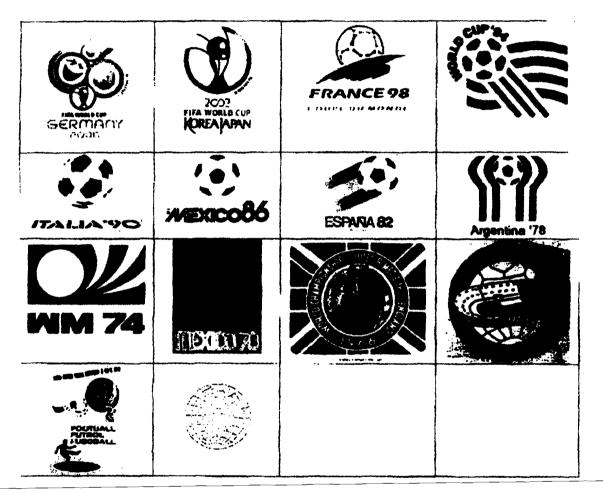


B2

Page 31

EXHIBIT 10

PART C



7

B3 Page 32 **EXHIBIT 10** PART D ATO, NIK, KAZ **GOLEO & PILLE** STRIKER FOOTIX CIAO PIQUE GAUCHITO NARANJITO TIP & TAP JUANITO WORLD CUP WILLIE FIFA WORLD CUP **JULES RIMET CUP**

C1

Page 27

EXHIBIT 10

PART A1

2010 FIFA WORLD CUP SOUTH AFRICA

WORLD CUP 2010

RSA 2010

FOOTBALL WORLD CUP

FIFA WORLD CUP

SOUTH AFRICA 2010

SA 2010

2010 FIFA WORLD CUP

AFRICA 2010

SOCCER WORLD CUP

9

C2

Page 28

EXHIBIT 10

PART A2

WORLD CUP

SOUTH AFRICA WORLD CUP

2010

CAPE TOWN 2010

BLOEMFONTEIN 2010

PORT ELIZABETH 2010

DURBAN 2010

JOHANNESBURG 2010

POLOKWANE 2010

TSHWANE 2010

PRETORIA 2010

NELSPRUIT 2010

RUSTENBURG 2010

TWENTY TEN

WORLD CUP SOUTH AFRICA

CONFEDERATIONS CUP

WIN IN AFRICA FOR AFRICA

FOOTBALL FOR A BETTER WORLD