

# Ambush Marketing – World Cup 2018, 2019 and Beyond

*June 15, 2018 – The TMCA*  
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Even if your brand is sitting on the sidelines like the U.S. Men's Team in the World Cup over the next month, there is no time like the present to consider the risks involved in

ambush marketing because Wimbledon, the X Games, the U.S. Open, the World Series and even the 2019 Women's World Cup (fingers crossed for the US. Team!) are just around the corner. As we've blogged about before (a few times), large sporting events are great opportunities for brands to produce creative campaigns or promotions, but advertisers need to be aware of the trademark, copyright and right of publicity risks that routinely come up for these types of events year after year. If you are interested in reading more about these risks, checkout my article on the Little Black Book (LBBonline), a place to celebrate global creativity in advertising, across all parts of the business and from all corners of the world - - Don't Get Caught Offside With Your World Cup Marketing Promotions.