

DAKAR TRADE MARKS

A.S.O. would like to point out that, as the organiser of the Dakar, it exclusively holds all the operating rights for that event and, as managing agent of its subsidiary, the company Paris Dakar (formerly TSO) which used to organise this rally in the past, exclusively holds the operating rights of the nominative, figurative and/or semi-figurative “Dakar” trade marks.

Commercial use of the intangible attributes of an event by a third party, even if only by reference, is only possible with the express consent of the organiser who grants such use to its partners subject to certain conditions.

As a competitor in the Dakar, you are authorised to use the following composite label, which is reproduced below, subject to the following conditions:

You are authorised to reproduce this “Dakar Competitor” composite label to inform third parties of your status as a Dakar competitor on the following media:

- Documentation for finding financial and/or institutional sponsors and
- Press presentation documentation and
- On clothing worn by drivers and members of the support team registered to take part in the Dakar.

Under no circumstances may this composite label be directly or indirectly associated with any commercial or institutional trade mark.

Consequently, your sponsors may not use this composite label and may not under any circumstances use the Dakar trade marks so that there can be no confusion in the minds of the public between their status as a competitor sponsor and a Dakar sponsor which they are not.

Finally, all Dakar competitors are strictly prohibited from marketing, in any way, products bearing all or some of the Dakar trade marks, including the aforementioned composite label; the marketing of products bearing Dakar trade marks is strictly reserved for the ASO and its licensees.

If you wish to carry out any communication work, internal and/or external advertising, relating to your taking part in the Dakar, on your own or in conjunction with your sponsors, you must submit the communication and/or advertising project to the ASO in advance for its written approval.

THE COMPOSITE LABEL

Colour References Brown

- Pantone 4625 C
- Quadri : M 60 / J 100 / N 85
- Monochrome : N 100

