



IOA/VI-55/2025/2114

January 02, 2025

OFFICE ORDER

PROHIBITION OF UNAUTHORIZED USE OF THE INDIAN OLYMPIC ASSOCIATION LOGO AND OLYMPIC RINGS

1. It has come to our attention that certain non-affiliated associations and organizations are misusing the logo of the Indian Olympic Association (IOA) and the Olympic rings without proper authorization. This practice not only undermines the integrity of the IOA but also violates the established guidelines of the International Olympic Committee (IOC).
2. Key Points to Note:
 - (a) **Unauthorized Use:** The IOA logo and the Olympic rings are protected intellectual properties. Any use without prior written consent from the Indian Olympic Association is strictly prohibited.
 - (b) **Legal Consequences:** Unauthorized usage may lead to legal actions as it infringes upon the rights and trademarks of the IOA and the IOC.
 - (c) **Affiliation Requirement:** Only associations that are officially affiliated with the IOA are permitted to use these symbols in their branding, promotional materials, or any other forms of communication.
 - (d) **Reporting Violations:** We urge all members and stakeholders to report any instances of unauthorized use to the IOA immediately. This will help us take necessary actions to protect our brand and uphold the values of the Olympic movement.
 - (e) **Promoting Integrity:** The Olympic symbols represent unity, excellence, and the spirit of sportsmanship. It is imperative that we all work together to maintain the dignity and respect associated with these symbols.
3. We appreciate your cooperation in this matter and encourage all affiliated associations to promote the values of the Olympic movement responsibly and ethically.
4. For any inquiries regarding the use of the IOA logo or Olympic rings, please contact the IOA office directly.
5. Thank you for your attention to this important issue.

Yours sincerely,

(Dr PT Usha)
President

Indian Olympic Association

INDIAN OLYMPIC ASSOCIATION

Olympic Bhawan, B-29, Qutub Institutional Area, New Delhi-110016, INDIA

T: +91 11 2685 2481, 83 | E: ioa@olympic.ind.in | W: www.olympic.ind.in