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**IMPORTANT NOTICE**

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## LOCAL AUTHORITY NOTICE

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### LOCAL AUTHORITY NOTICE 115

Amendments on the promulgated 2010 By-Laws of the Nelspruit Host City (Mbombela Local Municipality).

**Insert under the definitions clause;**

1. **"Ambush Marketing"** means marketing, promotional, advertising or public relations activity in words, sound or any other form, directly or indirectly relating to the Competition, and which claims or implies an association with the Competition and/or capitalises or is intended to capitalise on an association with, or gains or is intended to gain a promotional benefit from it to the prejudice of any sponsor of, the Competition, but which is undertaken by a person which has not been granted the right to promote an association with the Competition by FIFA and whose aforesaid activity has not been authorised by FIFA Competition.

**The following be amended as follows;**

1. Redefine **"Competition Marks"** to read:- **"Competition Marks"** means -
  - 1.1.1.1. the Official Emblem;
  - 1.1.1.2. any official Competition mascot;
  - 1.1.1.3. any official Competition Poster;
  - 1.1.1.4. any official Competition 'Look' designs;
  - 1.1.1.5. two or three dimensional representations of the FIFA World Cup trophy; and
  - 1.1.1.6. any Competition-related designations including trademarks and marks as defined in the Trade Marks Act, 1993;

**Insert the following provisions:**

1. Insert to be par. 2.1 :- "No Person may, in any place owned, leased, administered by or under the Control of the Municipality, engage in Ambush Marketing for the Term".
  2. Insert to be par. 3.5.16 :- "engage in Ambush Marketing".
  3. Insert to be par. 3.6.2 :- "No person shall conduct any Ambush Marketing in the Exclusion Zone".
  4. Insert to be par. 6.1.1.15:- "conduct Ambush Marketing".
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