

National Football League Advertising Advisory

The National Football League (NFL) under federal law retains the exclusive right to control the marketing of all NFL trademarks. These trademarks include the following:

The phrases "Super Bowl," "Super Sunday," "National Football League," "NFL," and the NFL shield and all Super Bowl logos. Additionally, the NFL and the individual teams also own federally registered trademarks for the team names (e.g., "Jaguars" or "Buccaneers"), nicknames (e.g., "Jags" or "Bucs") and uniform and helmet designs.

The NFL also owns the trademarks for "National Football Conference" and "NFC," as well as "American Football Conference" and "AFC."

Without the express permission of the NFL marketers and advertisers **may not** use these terms in their promotions