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- (b) in marketing, advertising, public relations, or promotional materials (**but not, for clarity, on or in connection with, any goods or merchandise intended for sale**);
- (c) in compliance with the brand guidelines on this site (the “**Brand Guidelines**”);
- (d) until **October 10, 2026**. When the License expires, you must stop using all Visit Seattle IP in all media, including on websites and social media platforms and in any printed collateral; and
- (e) otherwise in accordance with the terms and conditions of this License.

3. **Additional Terms and Restrictions.**

(a) **Permitted Uses.** You may use the Visit Seattle IP to market, promote, publicize, or advertise the City of Seattle’s hosting of and participation in the Event. **You may not use the Visit Seattle IP on any goods or merchandise of any kind.**

(b) **Restrictions on Use of Other Intellectual Property.** Please remember—and the Brand Guidelines provide more detail—do not use any FIFA trademarks or other assets in your materials. We do not have the right to use or license these assets; therefore, we cannot license them to you. Also, **the Space Needle logo is a registered mark**

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(c) **No Affiliation with FIFA.** Without limiting your obligation in subsection (b), you will not use the Visit Seattle IP in any way that implies any affiliation, endorsement, sponsorship, or other association with FIFA, the FIFA World Cup® games, any Event host committee, any other host city or committee, or any other associated entities or trademarks.

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(e) **Quality Control; Our Right to Monitor; Ceasing Use.** Without limiting anything else in this License, you may only use Visit Seattle IP on or in connection with high quality materials and services. We may monitor your use of the Visit Seattle IP, the quality or nature of your services, or any other factors about your business relevant to our protection and maintenance of the Visit Seattle IP. **You will immediately cease any and all use of the Visit Seattle IP if we notify you that such use violates this License or is otherwise objectionable when considering the nature and purpose of the permitted uses.**

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4. **Other Terms.**

(a) **Indemnification.** You will indemnify, defend, and hold us (including, for clarity, and for purposes of this section, our personnel) harmless from and against any claims, causes of action, proceedings, damages, losses, fines, penalties, liabilities, costs, and expenses brought, alleged, suffered and/or incurred against or by us caused by or relating to your breach of this License or other misuse of the Visit Seattle IP.

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