



BRAND PROTECTION - LEGA SERIE A

We inform you that Lega Serie A has decided to legally protect the exclusivity of several registered logos and trademarks to guarantee their usage in compliance with the applicable regulations and legal provisions.

In order to guarantee the authenticity of the origin of the services and products offered not only by Lega Serie A, but also by all its associated football Clubs, Lega Serie A has promoted and implemented, in cooperation with the Clubs, the anti-counterfeiting and Brand Protection project, both physical and digital.

The exploitation of the brands of Lega Serie A and its associated Clubs is one of the main assets of the Clubs, from which originate the sporting results that all the Clubs hope to achieve to the satisfaction of millions of fans around the world.

Lega Serie A and the Clubs are conscious of the value of their brands; Lega Serie A is particularly active in monitoring the use made of its rights in its own interest and in the interest of its fans.

Therefore, the web and the main marketplaces are constantly monitored in order to prevent the sale of non-original products by unauthorised third parties.

Marketing or promoting non-original articles consist in a punishable violation of the law, and both Lega Serie A and its 20 associated Clubs are committed on a daily basis to combating counterfeiting.

In order to avoid the purchase of non-original material, we invite you to be aware of unauthorised retailers and to purchase only official products.

Lega Serie A and the Clubs have activated a collaboration with the Police Forces for a prompt verification of the articles liable to counterfeit, identifying Carpinvest Group as a partner for providing expert reports.

At the same time, the Brand Protection project also focuses on the digital market, in order to verify and counteract the online marketing of counterfeit products, thanks to the cooperation with Corsearch B.V.

For information or expert opinions on allegedly counterfeit material, please send an e-mail to seriea@carpinvest.it or contact Carpinvest Group by phone (direct link <http://mentabalena.agency/legaseriea/>).

For reports of allegedly counterfeit material found online, please visit <https://corsearch.com/report-fake-serie-a/>.