

10. COMMERCIAL OBLIGATIONS

10.1. Commercial Protocols

EV has the exclusive worldwide right to license for commercial, promotional and programming purposes the use of the names, logos, uniforms, game action photos, EuroLeague footage and other intellectual property of EV and each club ("EV Intellectual Property"). There may be no use of EV Intellectual Property by a rights holder or the TV broadcaster that it may designate unless authorised by EV or within the context of a EuroLeague Licence and Broadcasting Agreement between a rights holder and EV. A club wishing to use (or to authorise a club's licensee or authorised sublicensee to use) EV Intellectual Property must obtain the prior written consent of EV.

In the context of EuroLeague Licence and Broadcasting Agreements, EV would like to remind its partners that the integrity of the competition trademarks is of critical importance to EV's efforts to increase brand penetration. Therefore, all EV partners must follow the Turkish Airlines EuroLeague branding guidelines established by EV.

10.2. Use of Technology to Modify Advertising

No technology may be used or applied during, or applied to, a broadcast of a game that would (i) obscure or replace during the game broadcast any banner, placard, billboard, message board, rotating sign, virtual advertising or other similar means of advertising located in the arena where said game is played, or (ii) insert any advertising into the game broadcast.

EV may edit the signal to insert any advertising and/or to ensure that the broadcast is in compliance with all laws of the territory and any other relevant broadcasting regulations.

10.3. Scrambling

Except as expressly authorised by EV, all game broadcasting backhaul feeds and satellite feeds to cable, satellite and or terrestrial carriers must be secure (i.e., scrambled, digitally compressed or transmitted via private fibre). The cost of securing backhaul feeds and satellite feeds to stations authorised to receive the signal, as a part of a EuroLeague Licence and Broadcasting Agreement, will remain the responsibility of the IFPC. EV has the right to require that all IFPCs provide evidence to EV, upon reasonable demand, that all backhaul and satellite feeds have been secured.