

MWC Barcelona Logo Trademark and Service Mark Rights

The “GSMA” logo and “MWC Barcelona” logo are valuable assets owned by GSMA Ltd. and/or the GSM Association (hereinafter jointly referred to as “the GSMA”). Use of these trademarks for commercial purposes without the prior consent of the GSMA may constitute trademark infringement and unfair competition in violation of federal and state laws. Use of GSMA trademarks is prohibited, unless expressly authorised by the GSMA. By using a GSMA trademark the user acknowledges that the GSMA is the sole owner of that trademark, and no other rights of any kind are granted by implication or otherwise, except for the limited right to use as expressly permitted in a category below or through a specific purpose by the GSMA. Permission to use trademarks, logos, and other graphics owned by the GSMA is contingent on following our logo guidelines, available in this file, which ensure the items remain Without Modification. “Without Modification” refers to the item standing on its own, as a discrete part of a bigger item, unobscured by additional text, colors, or graphics, and intact in form and proportion.

Authorised use of GSMA trademarks:

- 1) **Official MWC Barcelona 2025 partners, sponsors, exhibitors, vendors and attendees:** granted the right to use these logos Without Modification and the phrase “MWC Barcelona” in order to promote participation in MWC Barcelona 2025.
- 2) **Members of the press:** granted the right to use these logos Without Modification and the phrase “MWC Barcelona” as part of coverage of MWC Barcelona 2025.

Any other use by any other parties is explicitly prohibited, except in cases where permission has been granted in writing by the GSMA for a specific purpose (see below).

The “MWC25” tagline and associated logo may only be used Without Modification by expressly permitted individuals, entities, or organisations to promote the event in general with prior permission from the GSMA and in accordance with provided guidelines. MWC Barcelona graphics and logos should only be used during the period extending from 1 October 2024 to 31 July 2025. Permission will not be granted for use of these logos beyond this period and any permissions granted for 2025 images expire at midnight, 31 July 2025, and should be removed immediately.

Requesting Usage of MWC Barcelona logos

Third parties may request permission to use our logos prior to production or use by contacting brand@gsma.com. Any third party that uses our logos: (a) may not replicate GSMA or affiliate website content; (b) shall not imply that the GSMA or MWC Barcelona is endorsing or sponsoring it or its products or services; (c) shall not present false or misleading information about the GSMA or MWC Barcelona; (d) shall not use GSMA or MWC Barcelona trademarks without the prior written permission from the GSMA; (e) shall agree to link back to www.mwcbarcelona.com in digital applications; and (f) shall not include or be used in association with, content that could be construed as distasteful, offensive or controversial.

The GSMA takes trademark and intellectual property infringement very seriously. Non-compliance with any of the above terms could lead to legal action.

The GSMA does not have responsibility for logos or graphics used on third party content.

Many parties use our logos or marks without permission, occasionally in an attempt to capitalise from the trust our clients have in the GSMA. Contained on those websites may be details and information that may be enticing, however, the content on those web sites is not under our control and we are not responsible for the content. If you decide to access any of the third-party sites linked to our Web site, you do so entirely at your own risk.