Use of MLB Trademarks in Advertising

MLB licenses its protected trademarks, symbols, and terminology to third parties for substantial fees, and it strictly limits the use of these terms and images to authorized parties. MLB strongly protects its terms and images and does take legal action to prevent unauthorized use.

Activities and promotions that give the appearance of a relationship between MLB (including the playoff games and the World Series) and newspapers or their advertisers can be unlawful. Activities like the unlicensed use of MLB's terms and images in connection with the sale or promotion of products or services offered through newspaper print and online advertising can expose newspapers and their advertisers to claims of trademark infringement, unfair competition, false advertising, and misappropriation of goodwill. The use of a disclaimer like "not an official sponsor of the World Series" usually provides no protection.

MLB owns the exclusive right to its terms and images, which include "World Series," "MLB," any team name or nickname, and related symbols, designations, and logos. Without permission from MLB, newspapers cannot print any of the protected terms , images, or logos.

The following terms images and logos that **may not be used**include but are not limited to:

- "Major League Baseball" or "MLB"
- "American League Wild Card Series" or "National League Wild Card Series"
- "American League Division Series (ALDS)" or "National League Division Series (NLDS)"
- "American League Championship Series (ALCS)" or "National League Championship Series (NLCS)"
- "World Series"
- Any team name (such as "Yankees" or "Dodgers")
- Any MLB or team logo

The following language **may be used** in print or online advertising:

- "The professional baseball championship"
- "The baseball playoffs"
- The dates of the games
- The names of the cities of the competing teams in the games, but not the team names

Use of MLB Trademarks in Editorial Content

Sports trademarks can generally be used in the publication of editorial content. Under intellectual property law, using a trademarked team name, league name, or event name to report the news, write articles, tell stories, or share opinions falls under the legal defense of nominative fair use.