

Aberdeen FC Brand Protection Notice

As one of the most successful teams in the history of Scottish football, Aberdeen Football Club and the Club's iconic crest is recognised worldwide. This success has, however, led to an increase in reports of counterfeit Aberdeen FC merchandise being sold online, in-stores and on social media.

What is Brand Protection?

Brand Protection is the process undertaken by the Club to prevent third parties using the Club's Intellectual Property Rights without permission.

Intellectual Property Rights can be defined as any content, crests, logos, artwork and imagery (including trade marks) created by and associated with the Club.

As a global brand, and thanks to a rich history of success on and off the pitch, counterfeit sellers have increasingly seized on the opportunity to exploit the Club and its Intellectual Property Rights.

Why shouldn't I buy counterfeit merchandise?

Official Aberdeen FC trademarks distinguish our products and services from those of our competitors and serve as a badge of origin. Improper use of those trade marks and other Intellectual Property Rights, without challenge, may result in those rights becoming weakened or ultimately lost.

In addition to the above, counterfeit products go under no quality control, are generally of very poor quality and have no input from the Club. There is also the risk of items not arriving, payment information being misused and/or stolen and proceeds being often used to fund other harmful activities.

By purchasing official merchandise from Aberdeen Football Club or official licensees, you are not only contributing to the success of your Club but also assisting us in protecting the value of the Club's Intellectual Property Rights going forward.

How can I help?

We strongly urge supporters to get in touch if you see any suspected counterfeit merchandise being sold online, in-store or on social media sites.

Supporters can report any information related to counterfeit merchandise by emailing the Club at contact@afc.co.uk.

Aberdeen Football Club appreciates any and all assistance provided in fighting counterfeit merchandise.