



UEFA Intellectual Property Portfolio Management Services – Request for Proposals

Expression of Interest Phase

1. INTRODUCTION

UEFA is the official body for European football responsible to its member associations for the governing of the sport of football in Europe and for the sanctioning and staging of certain football competitions.

UEFA is intending to undertake a Request for Proposals (“**RFP**”) process in relation to the provision of certain intellectual property (IP) portfolio management services concerning trade marks, design rights and copyright works in respect of all UEFA competition and non-competition brands (including UEFA Champions League, UEFA European Championships, UEFA Women’s European Championships, the UEFA corporate brands, UEFA Playmakers, etc.).

For information purposes, UEFA’s IP portfolio currently comprises (around the world at any one time):

- 3,750 to 4,000 live trade marks;
- 400-500 registered designs; and
- a small number of registered copyright works.

UEFA wishes to use such RFP process to identify an appropriate centralised provider who can (via a mixture of supplying the relevant services themselves, managing external local counsel (where necessary) and engaging with relevant third party software providers) coordinate the provision of the following services:

- Portfolio Audit, Review and Renewals;
- Portfolio Strategy;
- Clearance;
- Prosecution;
- Case & Data Management;
- Opposition Management & Watching;
- Litigation Strategy;
- Customs Representation;
- Administration; and
- Centralised Invoicing.

All of the services referred to above are required for UEFA’s overall IP portfolio in respect of all UEFA competitions and brands on a world-wide basis (i.e. not just the countries of UEFA’s member associations), subject to some limited exceptions where existing UEFA counsel will continue to operate as the local representative underneath the management of the appointed provider.

2. EXPRESSION OF INTEREST AND NEXT STEPS

2.1 Expression of Interest

UEFA intends to invite companies with appropriate expertise and experience in the supply of the various IP portfolio management services to participate in the RFP process.

Companies who are interested in participating in such RFP process must confirm their interest by email to ITTSIP@uefa.ch and must enclose a summary document (no longer than four sides of A4) detailing:

- (a) evidence of their ability to deliver the IP portfolio management services;
- (b) details of their experience of delivering similar services to existing or previous clients;
- (c) the key personnel that would be involved in the provision of the services and the management of UEFA as a client; and
- (d) the basic structure of their firm/company.

This email confirmation and summary document must be received by UEFA no later than **no later than 12:00 hours CET on 6 June 2020**.

Please note that:

- **the summary document should be a general high-level statement regarding your company's capabilities and experience (detailed proposals are only required to be supplied by those companies that participate in the RFP process itself);**
- **it is currently anticipated that all the required solutions and services would be delivered by the same supplier (albeit using external counsel and third party IT solutions, where necessary). Accordingly, expressions of interest will only be considered by UEFA where the relevant company evidences their capability of providing either all or the vast majority of the required services; and**
- **no company should respond to this expression of interest process in respect of becoming a local or specialist counsel for UEFA.**

2.2 Next Steps

UEFA will confirm to those companies who have submitted an expression of interest whether or not they are invited by UEFA to participate in the RFP process by **no later than 12:00 hours CET on 12 June 2020**.

UEFA will also supply the participating companies with relevant details regarding the required services and such companies will be asked to supply full, detailed and comprehensive proposals outlining how they would supply the services.

2.3 Questions

Any questions in relation to this expression of interest process should be sent by email to ITTSIP@uefa.ch.

Any questions received by UEFA after **12:00 hours CET on 4 June 2020** may not receive a response from UEFA.