

Licensed Product Category Examples – Athens, Torino

Reviews of Athens 2004 and Torino 2006 Licensed Product categories provide some good background. While each Organizing Committee may approach licensing categories a different way, the product types are very similar.

In Athens, the major and sub categories for Olympic Licensed Merchandise and for Paralympic Licensed Merchandise were:

| Athens 2004 Olympic Licensed Products (source: www.athens2004.com/en/Licensees) | |
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| Major Categories | Sub-Categories |
| Sports Wear | T-Shirts, Sports Shirts, Athletic Shorts, Sweatshirts, Tracksuits, Gym wear, Wristbands, Bandanas |
| Beachwear | Swimsuits (Women's, Children's and Baby's), Pareos (Sarongs), |
| Casual Wear | Jackets, Blouses, Vests, Shorts, Shirts, Scarves, Handkerchiefs, Ties, Tights |
| Children's Clothing | Jackets, Shorts, Sweatshirts, Blouses, Gym Tracksuits |
| Polo Shirts | Polo Shirts |
| Shoes | Flip-flops, Leather Shoes, Shoes, Fabric Shoes, Trainers, Slippers, Sandals |
| Socks | Dress Socks, Tights, Sport Socks, Casual Socks, Anklets, Turkish Slippersocks |
| Pyjamas & Underclothes | Nightdresses, Pyjamas, Dressing Gowns, Boxer Shorts, Children's vests, Children's pants |
| Hats | Hats, Caps |
| Leather Goods | Backpacks, Handbags, Briefcases, Wallets, Belts, Gloves, Card Holders, Coinholders, Notebooks |
| Bags & Travel Goods | School Bags, Diaper Bags, Beach Bags, Backpacks, Sport Bags, Briefcases, Cases, Vanity Bags, Camera & Videocamera Cases, Banana Waist, Back Pocket Wallets, Mini-Wallets, Empty Cases, Mini-Handbags, Mini-Purses |
| Towels and Bathrobes | Household Towels, Beach Towels, Unisex Bathrobes, Children's Bathrobes, Dishcloths |
| Bedding & Linen Products | Duvets, Duvet Covers, Bedcovers, Sheets, Pillows, Pillow & Pillowcase Sets, Bolsters, Tablecloths, Kitchen Gloves, Oven Gloves, Place Mats, Aprons, Kitchen Sets |
| Sunglasses | Sunglasses, Sports Sunglasses, Sunglasses Neck Cords, Sunglasses Cases |
| Umbrellas | Umbrellas, Beach Umbrellas, Garden Umbrellas |
| Jewellery | Rings, Necklaces, Earrings, Bracelets, Lapel Pins, Tie Clips, Cufflinks, Keyrings, Worrybeads, Paperweights, Pendants |
| Perfume | Eau de Toilette (Men's & Women's) |
| Computer Accessories | Computer Mice, Mouse Pads, Diskette & CD Pouches |
| Frames & Photo Albums | Photo Albums, Frame Photograph Holders, Wooden Frames, Silver Frames, Themed Wooden Frames, Plastic Frames |
| Household Glassware | Glasses (for Water, Ouzo, Wine, Beer, Whisky, or Short Drinks) |
| Household Porcelain & Ceramics | Collectors Cups, Bowls, Cups, Dishes, Tea Cups, Coffee Mugs, Coffee Cups (Cappuccino, Espresso, Greek, Filter) |
| Pins | Badges, Pins |
| Music CDs | n/a |
| Publications | Olympic Transport Map, Olympic Athens Guide, Competition Schedule, Official Olympic Games Album, Official Paralympic Games Album, Official Torch Relay Album, Official Commemorative Competition Schedule, Daily Competition Schedule |
| Stationery | Office Diaries, Telephone Books, Organizers, Notepads & Notebooks, Artist's Sketchpads, Exercise Books, Pencils, Biro's, Erasers, Pencil Sharpeners, |

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|--------------------------|---|
| | Geometry Sets, Rulers, Labels, Loose-leaf Files, Dividers, Self-stacking Desk Trays, Filing Boxes, Elastic Band Files, Biro Holders, Paper-knives, Box Files, Desk Blotters, Pencil Cases, Stick-on Labels, Memo Cubes, Folders |
| Posters & Greeting Cards | Posters, Greeting Cards |
| Puzzles and Table Games | Board Games, Jigsaw Puzzles, Decorative Wall Figures, Portable Games, Backgammon & Chess Sets, Children's Computer Games, Torches |
| Toys | Soft Toys, Machine-operated or Electronic Soft Toys, Action Toys, Dolls, Dolls' Clothing and Accessories, Pre-school Educational Toys, Pre-school Infant toys, Maracas, Hooters, Whistles, Rattles, Neon Glows, Bathroom Toys, Water Toys, Penguin-type Toys, Machine-operated Toys, Robot Mascots, 3-Dimensional Soft Mascots, Soft Mascots with Telephone Pouch on Back |
| Outdoor Toys | Air Mattresses, Waterwings, Inflatable Lifebelts, Children's Swimming Pools, Buckets & Spades, Racquets, Leather Beachballs, Plastic Beachballs, Beach Tents |

Athens 2004 – Paralympic Licensed Products

(source: www.athens2004.com/en/Licensees)

| Major Categories | Sub-Categories |
|--------------------------|--|
| Bags & Travel Goods | |
| Beachwear | Swimsuits |
| Clothing | T-Shirts, Hats, Polo Shirts, Ties, Scarves |
| Computer Accessories | Mouse Pads |
| Outdoor Toys | Balls |
| Pins | |
| Posters & Greeting Cards | |
| Shoes | Slippers |
| Toys | Soft Toys |
| Umbrellas | |

For the 2006 Winter Olympics in Torino, Italy, Official Licensed Merchandising contracts were awarded in the categories of :

Torino 2006 – Olympic Licensed Products

(source: www.torino2006.org/comitato/content.php?idm=100365)

| Major Categories | Sub-Categories |
|---------------------------------|--|
| Sport Apparel | Outdoor, Casual, Backpacks and Accessories |
| Sweaters | |
| Footwear | Slippers and Sandals |
| Scarves | |
| Ties | |
| Ear Warmers | |
| Watches | |
| Perfumes & Lip Balms | |
| Umbrellas & Stationery | |
| Household | Bathrobes, Beach & Bath Towels, Luggage, Blankets, Insulated Lunch Bags, Porcelain Mugs, Dishes and Cups |
| Mountain & Trekking Accessories | |
| Stuffed Toys | |
| Toys | Model Cars and Pinball Games |
| Balls & Snow Toys | |
| Board Games | |
| Video Games | |
| Jigsaw Puzzles | |
| Books & Sports DVDs | |
| Stamps | |
| Commemorative Coins | |
| Pins & Keychains | |
| Special Print | Diaries, Notebooks, Lenticular Accessories |
| Chocolate | |
| Hard Candies | |
| Wine | |