

Major League Baseball Advertising Advisory

Major League Baseball (MLB) under federal law retains the exclusive right to control the marketing of all MLB trademarks. These trademarks include the following:

The phrases "World Series," "Major League," "Major League Baseball," "MLB," "American League," "National League," "Division Series," "League Championship Series," and the official MLB logo of the silhouetted batter.

Additionally, MLB and the individual teams claim federally registered trademarks for the team names (e.g., "Oakland A's" or "St. Louis Cardinals"), nicknames (e.g., "A's" or "Cards") as well as, uniform designs and team mascots.

Without the express permission of MLB marketers and advertisers **may not** use these terms in their promotions