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:


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.