

adidas-Salomon AG

- Headquarters: Herzogenaurach, Germany.
- A truly global corporation, with its products present in all major markets around the world.
- adidas-Salomon AG employs around 14,000 people worldwide.



Our key trade marks



- ❖ **adidas**
- ❖ **the adidas logo**
- ❖ **the trefoil logo**
- ❖ **the 3-Stripes**

Key trade marks - adidas

adidas[®]

- ❖ **unique lowercase print**



Key trade marks – The adidas logo



- ❖ **3 bars forming a triangle**

Key trade marks – The adidas logo (continued)



adidas corporate logo



Key trade marks - The Trefoil logo



Trefoil logo

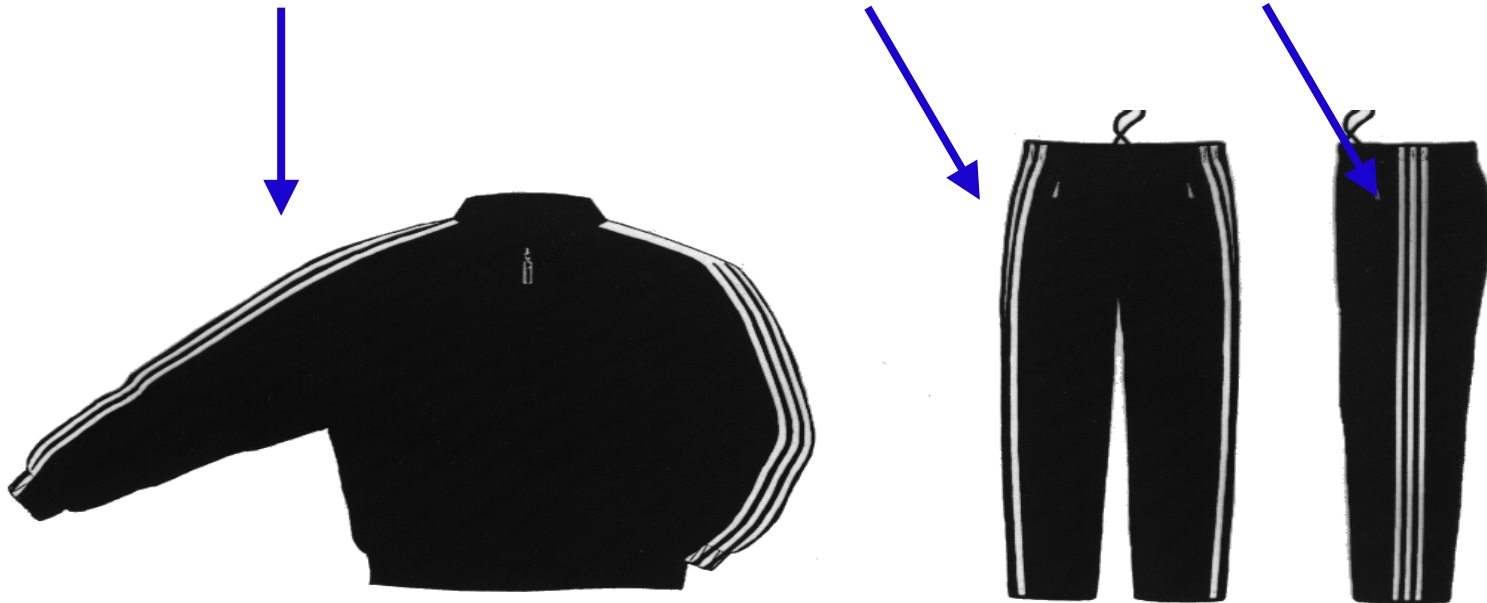
Key trade marks – use of 3-Stripes on footwear



- ❖ **3 parallel equally spaced stripes on the footwear upper**

Key trade marks – use of 3-Stripes on garments

- ❖ **3 parallel equally spaced stripes along the side seams of a garment, contrasting with the background**



- ❖ **Quality of material**
- ❖ **Quality of workmanship**
- ❖ **Quality of embroidery / printing**
- ❖ **Presentation of trade marks**
- ❖ **Incorrect labelling**



Brand divisions

❖ **adidas Sport Performance**



❖ **adidas Sport Heritage**



❖ **adidas Sport Style**



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