

# Are the British Olympic Association's New Rule 40 Guidelines Still Too Restrictive?

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On 28 October 2019, the British Olympic Association (BOA) published its new official guidelines on Rule 40 of the Olympic Charter (the Guidelines), which govern the promotional activities that can and cannot be undertaken by Olympic athletes and non-Olympic brands and sponsors around the time of the Olympic Games. Winston & Strawn Attorneys Peter Crowther and Lisa Hatfield outline the background to Rule 40 and why the changes were necessary, before explaining how the changes have been implemented by the BOA, and why the new Guidelines represent little movement forward for Team GB athletes.

Read the full article [here](#) (subscription required).

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Peter Crowther