Copenhagen, 13. March 2024

Danish Superligaen A/S slows down European Super League

SUPERLIGA is a trademark jointly owned by Danish clubs, and therefore a possible future European league cannot be allowed to register the trademark The Super League as a trademark in the EU. The EU's trademark authority has now given the Danish clubs full approval.

Presidents and club owners from several major European clubs have been working for some years to introduce a new European league. It has caused enormous opposition from, among other things, national leagues and confederations, from the European Leagues' Association and UEFA as well as from several football fans groups across Europe. The opposition is mainly based on the fact that the league will be almost closed, where the majority of the clubs will be permanent members with no real risk of being relegated and, more importantly, the league will not be respecting the annual-based qualification from domestic leagues to international club competitions.

European Super League Company S.L. have tried to register their trademark in the EU, but Superligaen A/S believed that this would be an infringement of SUPERLIGA, which is the trademark jointly owned by the Danish clubs. The EU's trademark authority has given the Danish clubs full approval.

"We are very happy that the EU's trademark authority has agreed that the trademark "THE SUPER LEAGUE" in the EU will violate the value that the Danish clubs have invested in 3F Superliga. We have always been against the big clubs' desire for a new European league. We believe there must be openness and qualification for international club tournaments via national competitions. Football should not be a closed party for clubs that do not dare to participate in an open competition, so of course we are extra happy about this victory outside the pitch", says Superligaen A/S CEO Claus Thomsen.

The decision means that the trademark cannot be registered by European Super League Company S.L. as an EU trademark. They must therefore appeal the decision or come up with another name.

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