

WeirFoulds Associate Arman Poushin featured in *The New York Times* on FIFA World Cup Advertising Restrictions

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WeirFoulds Associate Arman Poushin was recently featured in [The New York Times](#) in an article examining the legal and practical challenges facing businesses that promote FIFA World Cup-related events in the lead-up to the 2026 tournament.

The *New York Times* article explores how FIFA enforces its trademarks around the use of World Cup related language, imagery, and branding, and how this enforcement is affecting bars, restaurants, and other businesses in host cities. It highlights the growing caution among business owners who are adjusting promotions, signage, and marketing strategies to avoid running afoul of trademark rules, often relying on coded or generic language as the tournament approaches.

In an [article](#) published in December, Arman discussed how intellectual property enforcement related to World Cup themed promotions can extend beyond advertising concerns to impact commercial lease obligations. He outlined how unauthorized or non-compliant promotions may expose commercial tenants to landlord enforcement, penalties, or other lease-related consequences.

As businesses across Toronto prepare to host events and viewings during the 2026 FIFA World Cup, Arman expanded on these issues in a subsequent [article](#) addressing the broader regulatory environment surrounding the tournament. In that piece, he considered how controlled zones, temporary bylaws, and mobility-related restrictions may affect businesses operating near stadiums or other high-traffic areas.

Arman's quote in *The New York Times* reflects this same practical perspective by highlighting how trademark-related advertising issues can create downstream risks for commercial tenants if promotional activities conflict with lease obligations.

To learn more about Arman Poushin, please visit his [profile page](#).

To learn more about the Commercial Leasing Group at WeirFoulds, [click here](#).

