

Brand Police Hunt Down Apple Devices in Sochi

By [The Moscow Times](#)

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SOCHI — It is hard to find fruit on the menu in Sochi's Olympic Park — and Apples are definitely not welcome.

Olympic workers are swooping on reporters sitting in competition venues with Apple laptops, and hastily taping over the iconic logo with duct tape.

In fact, any laptop that is not made by official sponsor Samsung is likely to face an Olympic cover-up. Apple iPads escape the tape treatment only if they are lying flat on the media tables in the venues.

Outside, the three-cornered star on the front grille of a Mercedes van is also masked by packing tape. Volkswagen is the official supplier of vehicles to Sochi 2014.

Olympics organizers go to great lengths to prevent ambush marketing, and have covered

nonsponsor emblems at previous Games. In London, even toilet logos were taped over by Olympic workers, despite the fact there was no competing cistern sponsor.

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