

WWE PROTECTS ITS BRAND

For years WWE has produced programming that is rated PG in primetime, and most recently rated G on Saturday mornings. To better reflect our current family-friendly brand of entertainment, WWE is removing some dated and edgier footage from digital platforms. Some of this footage has been misused in political environments without any context or explanation as to when it was produced. This damages the corporate reputation of our company. WWE is well within its rights to protect its intellectual property for fair use.