

SYNOPSIS

Session 3.2: Trade-marks and Designs in Sports

Sports as a spectacle has become increasingly popular and important in modern society. This popularity has lead to a situation where the names and logos of sport organizations, the names and images of sport men and sport women, have become very attractive for merchandizing products and services.

The exposition of sport activities to communication media, particularly TV, has promoted the sponsorship of sport activities by corporations.

All these activities are very much related with trade mark and design protection as well as with registration of domain names.

This session will deal with the interconnection that exists between sports and IP, in particular related to:

- protection of names, logos and other signs of sporting entities, i.e.: clubs, etc,
- interaction between sport organizations and sponsors, use of trade marks and designs of sponsors, in sport events and vice versa, use of IP rights of sport organizations in products of sponsors. Licensing of the club's signs for merchandising,
- protection of the image of sport players, and licensing of them to sport organizations and sponsors,
- protection of names and logos of special sport events like Olympiads, Sport competitions, i.e.: NBA, European Champions League, World Championships, etc. Licensing and merchandising of these rights including particular weak elements like country and city names, years, etc,
- specificities of the enforcement of the clubs' IP rights: Necessary coordination with other IP owners and potential conflicts of interest; enforcement against misuse by supporters; dynamic licensing projects and overruns; the quickly changing territorial element.

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