

Sport Law & Policy: Intellectual Property and Sport



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Intellectual Property as defined by WIPO



Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

- IP is protected in law by, for example, **patents**, **copyright** and **trademarks**, which enable people to earn recognition or financial benefit from what they invent or create.
- By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.



What then, is WIPO?



- WIPO is the global forum for intellectual property (IP) services, policy, information and cooperation.
- WIPO is a self-funding agency of the United Nations, with 193 member states.



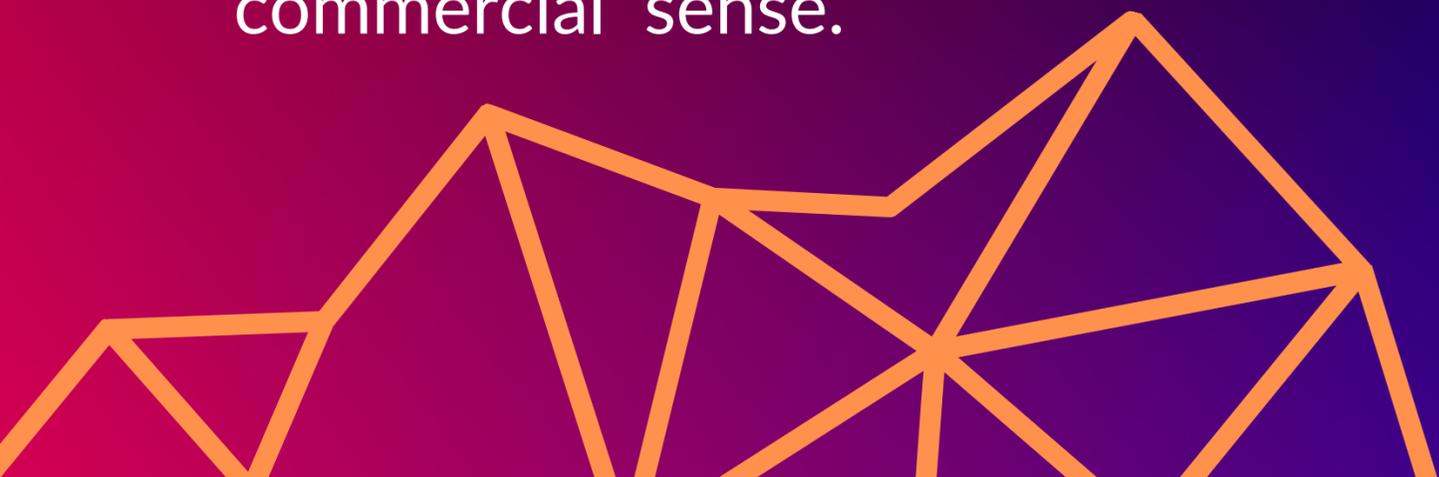
- Their mission is to lead the development of a balanced and effective international IP system that enables innovation and creativity for the benefit of all.
- These are set out in the WIPO Convention, which established WIPO in 1967.



How is IP relevant in the Sport Industry?



- In the Sport Industry, the role of IP is very important, especially as the protection for technological designs and innovation of sport equipments and facilities.
- Novel research and development of sport science and performance are all examples of IP that have tremendous value in the commercial sense.
- IP rights and the legal protection they give are major catalysts to sport tech innovation and commercialisation of sport brands and images.
- Sports sponsorship, merchandising, broadcasting and media are all built upon IP rights.



IP in Sports

While there are many forms of IP that concerns with the Sport Industry, these types are most common.

Trademark



Any sign that individualizes the goods of a given enterprise and distinguishes them from the goods of its competitors

Patent



An exclusive right granted for an invention

Copyright



The rights that creators have over their literary and artistic works



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Designs



The ornamental aspect of an article

Trade Secrets



Rights on confidential information which may be sold or licensed.

Personality Rights



Rights for an individual to control the commercial use of one's identity,





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Let's Connect



Thank You

