



Panel Session VII: On the ball – IP and sport

The world of sport is a globalized, IP-intensive place. One of the key drivers to the commercial success of any sports enterprise or endeavour is the associated IP which can cover the full spectrum of available rights.

In the drive to go faster, longer and higher, patented technology plays a significant role in athletes achieving results that push the bounds of human possibilities. Examples include high tech swim wear fabric and advanced materials used in bicycles and sports shoes.

The branding of a sporting event, team, product or athlete is a primary revenue generator. However, with IP rights, and the related benefits of sponsorship and merchandising, come the pitfalls of ambush marketing and counterfeits.

One of the most significant revenue streams for major sports events or leagues are broadcast rights. For example, television rights to the American NFL broadcasts are reported to be in the billions of dollars annually.

Overall, the role of IP in any successful sporting endeavour is critical. This panel session will explore the key issues and challenges for IP protection in sport.