

Intellectual Property Rights In Sports

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Introduction:

Despite the importance of intellectual property in the development of sports, many actors in sports and even athletes either unaware of their intellectual property owning or do not take its protection seriously.

Many athletes and sports activists despite their famous brand do not use it in commercial and vice versa, there are individuals that with their bad behavior, use their brand name or trademark, and earn huge profits.

Theft of intellectual property belonging to another means that virtually variety, freshness, innovation is dead in business and sports industry and countless groups are using from other efforts to free benefit.

The concept of intellectual property rights:

The intellectual property rights in general means all legal rights that will be achieved from intellectual activity in industrial, scientific, literary, artistic and sports areas.

Intellectual property rights division is divided into two main categories:

- **Literary and artistic property rights:**

This branch of intellectual property rights to set rules and regulations governing the protection of authors, performers and broadcasters of innovative and original literary and artistic

- **Industrial property rights:**

Its a important branch of intellectual property rights that govern the protection of innovative proprietary intellectual phenomena in the industry and has many and varied manifestations, such as inventions, industrial designs, trademarks and trade names,etc.

Sources of Intellectual Property Rights:

- Domestic law
- International conventions and agreements
- Custom
- Doctrine
- Judicial procedures

Why intellectual property rights are important for sport?

- Intellectual property is closely linked to professional sports.
- Intellectual property includes many commercial activities which involve sport and its consumers.
- Sports industry, like other industries with the product and sporting events as that is the most important product.
- The analysis of intellectual property in sports ahead element in the :1. sports industry and 2. conceptual analysis of applicable intellectual property and 3. the implementation of the concept will be applicable.

Natural manifestations of sports related to persons:

❖ Sport techniques:

- Sports techniques can be divided into exercise and sport styles.
- Support the exercise by copyright is considered the first step in support of it.
- Athletes as founder and creator sports are the original owner of the rights arising from it are concerned.
- To support the exercise of the patent, it would have also fulfilled the conditions supporting this method: being new, the inventive step and industrial applicability of the invention with the development of technology and scientific development concept to have a kind of development.

❖ Athlete reputation:

- Famous actors and sports personalities as much income from their reputation. Name of persons is civil character elements taken into account and no one is allowed without the consent of the holder, even without malicious use of his name, this can include his/her real name and his official name or nickname.
- Athletes photo is one of other instances of reputation.
- Sound and signed by athletes are as well as other instances of reputation .
- The latest examples of reputation of athletes is their Shirts athlete numbers in the tournament.

Instances related to sports institutions:

1. Broadcasting right:

- Radio-television sporting events broadcasting are most important in sport invest because public like to watching these events.
- Two distinct issues arises:
 - ✓ First, we accept sporting event broadcast as an independent financial and consider the rights of the deal
 - ✓ Second, the mere television broadcasting as an audiovisual work is considered and its legal effects to be analyzed.
- The conditions for supporting of the sport products:
 - It be original.
 - Creativity
 - consolidation by recording the game .

- Ownership of broadcasting rights:

Factors involved in events and consequently in TV broadcasting, each could be entitled to make such sport products.

- ✓ Athletes involved in the game.
- ✓ The owners of the club in relation to athletes, considered as the employer and owner of the product created by them.

2. Signs and symptoms of sports icons:

- signs and symptoms of clubs and sports leagues and international sporting organizations.
- Sporting events name or special slogans for clubs .
- Trade product of sport utility.
- Type of sport dresses.

Conclusion:

Instances of the sports industry can be divided due to intellectual property to two section:

1. Manifestation related to persons:

- Athletic skills:
- ✓ Sporting techniques
- ✓ Sport styles
- Instances of athletic personality:
 - Name
 - Picture
 - Voice
 - Signature
 - Shirt sport numbers

2. Instances related to sports institutions:

- broadcasting rights
- Signs and symptoms of sports institutions

Thank You For Your Pay Attention