

Deliverable 2.1

Curriculum for Students



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Partner Organisations



INTRODUCTION

- This presentation will:
 - Explain the importance of pursuing a dual career for athletes.
 - Explain the characteristics of Intellectual Property.
 - Explain the importance of Intellectual Property for Dual-Career athletes.
 - Explain how to apply for and protect your Intellectual Property.
 - Explain the differences between Intellectual Property in each state.
 - Provide valuable insight as to how athletes should approach Intellectual Property.



ABSTRACT

- ❑ For the majority of athletes, including many successful ones, much in their sport, the alternative ways to sustain themselves financially are a reality.
- ❑ IPR-A project addresses the objective of “encouraging Dual Careers of Athletes” by formulating and carrying out a training program for athletes during and after the end of their involvement in sports, focused on their training on a specific field of entrepreneurship skills, the Intellectual Property Rights Skills.
- ❑ Our project will work on three levels:
 1. Supporting the community (by developing educational programs and IPR entrepreneurial based skills).
 2. Affecting the social aspect by involving athletes in the process and organizing seminars for immediate application of knowledge through specific educational method.
 3. Affecting at a personal level by increasing the beliefs about IPR and build skills so as to equip athletes for successful and active action with entrepreneurship.



ABSTRACT

- ❑ Our project will work on three levels:

1. It will incorporate activities related to design and define the learning outcomes of our projects program (during this phase partners will focus their actions to development of trainer's manual and to make the educational course available online).
2. Co-creation studios will be organized, where the modules will be co-designed with the participants effort, and together with the other activities of this phase, the training program will be delivered to the participants in the form of educational seminars through specific educational method (This will equip them with confidence and a deeper understanding of the IPR skills being acquired to encourage them to tackle entrepreneurship more effectively).
3. Focus on the promotion of IPR skills to retired athletes.



DUAL CAREER FOR ATHLETES



The effort that the athlete (must) make during their sports career to train in something useful, that, post-retirement, can be useful to themselves, their family and society throughout the rest of their life

PHASES OF AN ATHLETIC CAREER

1. Game (Play)
2. Introduction
3. Beginning of a sports career
4. Development
5. Peak/Appreciation
6. Fall
7. End of sports career
8. Adapting to a new phase of life



REASONS FOR AN ATHLETE TO STOP THEIR CAREER

1. Circumstances force them, like:

- Injury
- Disagreement with management and punishment
- Violation of WADA regulations
- Prolonged non-selection by the coach
- Advanced age
- Financial reasons

1. It is their own choice



COMMON CONSEQUENCES TO RETIRED ATHLETES

- ❑ They cannot handle the adrenaline their body is producing.
- ❑ They have difficulty transitioning to a new situation.
- ❑ They go through an identity crisis.
- ❑ If they have not been properly prepared they showcase a tendency towards addiction (gambling, alcohol, drugs, etc.).
- ❑ Depression is another common effect of retirement.





MICHAEL PHELPS: SUICIDAL THOUGHTS

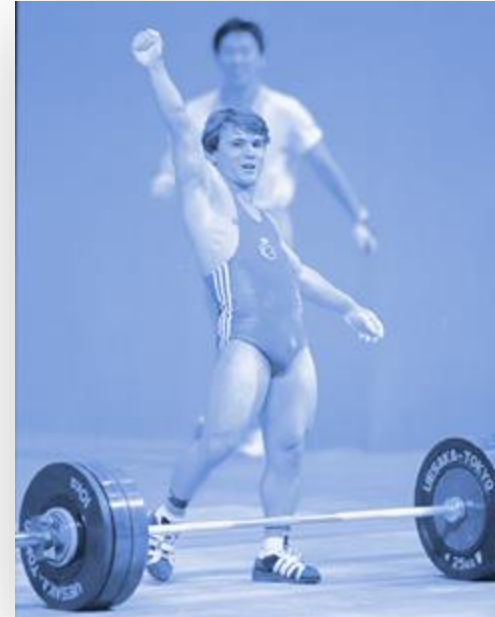
- ❑ Michael Phelps is the most decorated Olympian of all time.
- ❑ Has won 28 total medals, 23 of which are gold.
- ❑ However, his sole focus was on swimming and winning.

- ❑ This severely affected his mental health.
- ❑ *"I'd compartmentalize things and I used them to fuel me, which at the time, yes, they were great".*
- ❑ *"Two weeks later, two months later, you get sideswiped by all of these emotions that re-appear that you thought you handled".*
- ❑ In 2014, he was arrested for a DUI and, during that time, he admitted that he *"was looking suicide in the eye"*.
- ❑ *"When I looked in the mirror, I saw a swimmer, not a human".*



NAIM SÜLEYMANOĞLU: DEAD AT 50

- ❑ Naim Süleymanoğlu is one of the most decorated Olympians of all time.
- ❑ He won 3 straight Olympic gold medals in weightlifting from 1988 to 1996, along with a number of world and European championships.
- ❑ Yet, he was found dead at just the age of 50, due to an acute and eventually fatal cirrhosis.
- ❑ It has been reported that, after failing to win gold at the 2000 Olympics, he became addicted to alcohol, which, along with his previous addiction to smoking, played a large role in his untimely death.
- ❑ Moreover, claims have been made that his death was, also a result of his abuse of performance enhancing drugs.



RICHARLISON: DEPRESSION DURING HIS ATHLETIC PEAK

- ❑ The consequences of solely focusing on one's sports career can affect someone while they are still in peak athletic form.
- ❑ Richarlison, who is still one of the most prominent footballers in the World, admitted in an interview that, after being eliminated from the 2022 World Cup, he lost all meaning in life.
- ❑ Suicide was mentioned, despite the player still earning millions of Euros and not experiencing a downward in his career.
- ❑ Yet, the disappointments of not fulfilling your potential in your sport, can severely damage one's mental health, especially if they do not diversify their interests.



ACTORS IN THE DUAL CAREER OF AN ATHLETE

1. The athlete
2. Their family
3. Their coaches
4. Their union
5. Their federation
6. The government
7. Training centers
8. Educational institutions
9. The public and private sector
10. The Olympic committee

All of these actors should be held responsible for athletes following a dual-career path.



WHY ATHLETES DON'T FOLLOW A DUAL CAREER

- ❑ They consider themselves as only athletes, not students.
- ❑ They believe they don't need it.
- ❑ They expect immediate results.
- ❑ They do not believe that any other athletes are doing it.
- ❑ They do not see any people in their lives promoting it and providing them with such opportunities.
- ❑ They believe that, once they become successful, the state will take care of them.



MISCONCEPTIONS ABOUT NOT FOLLOWING A DUAL CAREER

1. The duration of an athletic career is long.

➤ Average career duration:

- NFL: 3.5 years
- NBA: 5 years
- MLB: 6 years
- European Basketball: 8.5 years

1. Athletes make a lot of money.

➤ Average annual income of an athlete: 30,538 Euros.

1. Athletes are financially secure once they finish their careers.

- NFL: 2 years after retiring, 75% of players are, either in financial trouble or bankrupt
- NBA: 5 years after retiring, 60% of players are bankrupt



SKILLS ACQUIRED BY FOLLOWING A DUAL CAREER PATH

- ❑ Goal setting
- ❑ Confidence
- ❑ Focus
- ❑ Discipline
- ❑ Teamwork
- ❑ Responsibility
- ❑ Motivation
- ❑ Skills knowledge
- ❑ Endurance/Patience
- ❑ Self-activation
- ❑ Time management
- ❑ Problem solving skills



GIORGIO CHIELLINI: FROM CAPTAIN TO STUDENT

- ❑ Giorgio Chiellini is one of the most accomplished Italian footballers ever.
- ❑ He has won countless trophies and captained both Juventus and the Italian National Team.
- ❑ Yet, at the age of 32, while still playing at a high level, he obtained a Master's Degree in Business Administration.
- ❑ Regarding this, he stated: "To the end. This motto accompanied me on the pitch. It also supported me in these years with books. I'm happy to have received my degree!"



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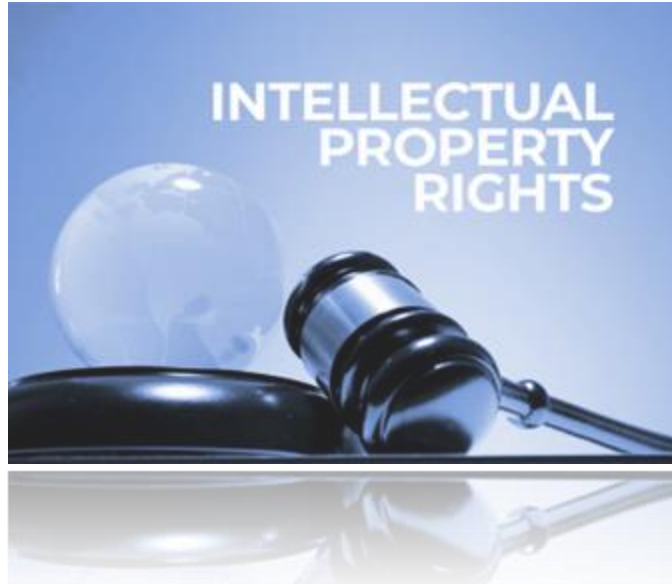
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01

INTELLECTUAL PROPERTY
RIGHTS (IPR) PROCESSES AND
THE ROLE OF IPR KNOW-HOW



Intellectual property rights

are exclusive rights, which mean that only a holder of this right or someone with his permission is permitted to use it.



INTELLECTUAL PROPERTY

- ❑ It belongs to a certain individual or entity.
- ❑ Said individual/entity has complete control over this property.
- ❑ No one is allowed to utilise it in any way, unless they receive permission from the owner.



INTELLECTUAL ***PROPERTY***

- ❑ First of all, intellectual property is a ***property***.
- ❑ However, it is not a tangible property.
- ❑ Tangible property = house, car, land, etc.
- ❑ Instead it is an intangible property.
- ❑ Intangible property = no physical presence, cannot be touched.



INTELLECTUAL
PROPERTY

INTELLECTUAL ***PROPERTY***

- As a property, it:
 - Can be sold
 - Can be bought
 - Can be leased or rented
 - Can be passed under a will
 - Can be assigned to someone else



HOW IS INTELLECTUAL PROPERTY UTILISED?

- ❑ As an intangible property, it can be easily appropriated and reproduced (no physical presence).
- ❑ It can take many forms:
 - Economic rights of the creators
 - Commercial exploitation by its owner
 - Capital expenditure
 - Transfer of technology
 - Cultural development

INTELLECTUAL
PROPERTY



QUESTION

- ❑ How would you describe the meaning of Intellectual Property in your own words?
- ❑ Why do you feel that it is important?



WHY SHOULD AN ATHLETE PROTECT THEIR INTELLECTUAL PROPERTY?

- ❑ To ensure their financial stability during and after their athletic career.
- ❑ To ensure their legacy.
- ❑ To ensure that their brand and likeness are not taken advantage of.
- ❑ To protect their name and likeness of being misrepresented.
- ❑ To open up new, post-career opportunities.



PROFESSIONS ATHLETES FOLLOW POST-RETIREMENT (According to LinkedIn, 2023)

- ❑ Many athletes rely on their sports background post-retirement.
- ❑ Most of these professions can utilise previously owned IP for professional growth (e.g. coach, business owner, salesperson, etc.).
- ❑ Therefore, it is necessary for athletes to protect their IP even after their retirement.

SALESPERSON	27%
COACH	23%
BUSINESS OWNER	10%
FINANCIAL ANALYST	5%
TEACHER	5%
BUSINESS CONSULTANT	4%
MARKETING EXPERT	4%



WHY WOULD A STATE PROTECT INTELLECTUAL PROPERTY?

- ❑ To ensure capital expenditure for the development of new products (by ensuring monopoly of the invention).
- ❑ To promote Research & Development efforts.
- ❑ To promote marketing and advertising efforts.
- ❑ To ensure the existence of no freeloaders (it gets paid to protect IP).
- ❑ To keep its citizens content and loyal.

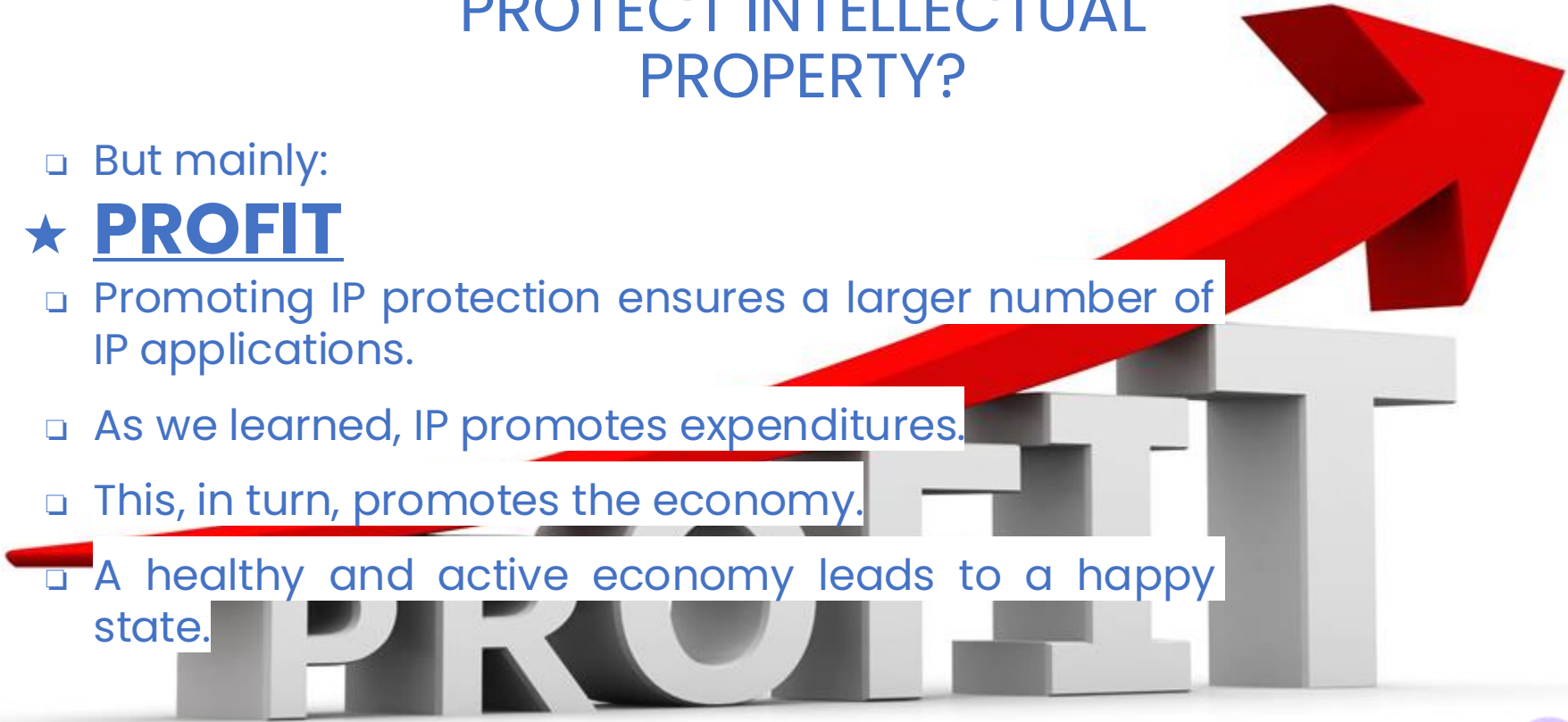


WHY WOULD A STATE PROTECT INTELLECTUAL PROPERTY?

- ❑ But mainly:

★ PROFIT

- ❑ Promoting IP protection ensures a larger number of IP applications.
- ❑ As we learned, IP promotes expenditures.
- ❑ This, in turn, promotes the economy.
- ❑ A healthy and active economy leads to a happy state.



TYPES OF INTELLECTUAL PROPERTY

COPYRIGHTS

IPRs regarding artistic
and creative works

PATENTS

IPRs regarding
inventions

UTILITY MODELS

Similar to
Patents

TRADE SECRETS

IPRs regarding
confidential matters

TRADEMARKS

IPRs regarding
unique marks of
products



PATENT

- ❑ An exclusive right granted for an invention
By acquiring a patent, the owner protects it from its commercial exploitation by anyone else.
- ❑ It is a territorial right (only applicable in accordance to national/regional laws).
- ❑ It generally lasts for 20 years after the filing date (an extension of 5 years is possible).



WHY A PATENT?



- ❑ A patent protects the owner from outside competition.
- ❑ Their competitors cannot copy their invention and it is very difficult for them to enter the same market, unless the patent owner sells its use.



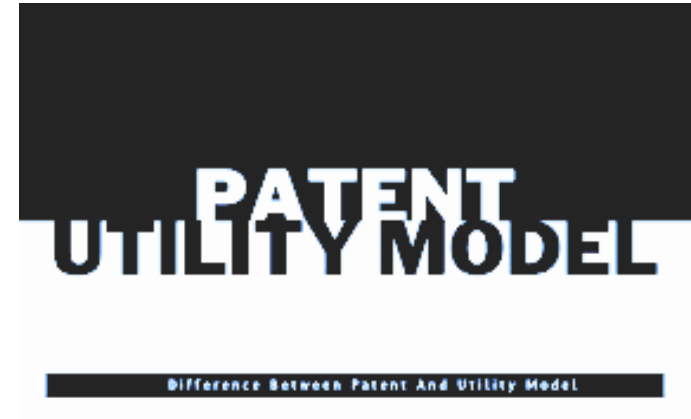
UTILITY MODEL

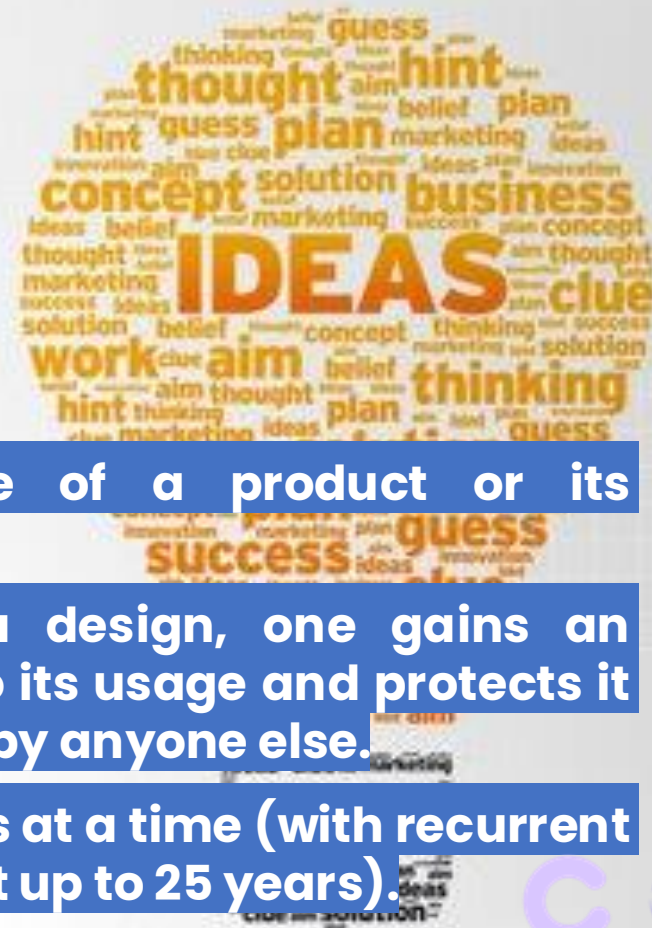
- ❑ Similar to patents, they protect new technical inventions through granting a limited exclusive right to prevent others from commercially exploiting the protected inventions.
- ❑ AKA “short-term patents”, “utility innovations” or “innovation patents”.
- ❑ Vary from country to country.
- ❑ Usually protect inventions that make small improvements to a product or have a short commercial life (6–15 years from filing).



DIFFERENCES BETWEEN UTILITY MODELS AND PATENTS

- ❑ Utility models are only enforced within the country they are granted in.
- ❑ Utility models can be registered and granted more easily.
- ❑ Utility models have a shorter life span.
- ❑ Utility models are cheaper to attain.





e of a product or its

n design, one gains an
o its usage and protects it
oy anyone else.

s at a time (with recurrent
t up to 25 years).

By registering a design, one gains an exclusive right to its usage and protects it from being used by anyone else.

It lasts for 5 years at a time (with recurrent payment can last up to 25 years).

TRADEMARK

- ❑ A mark that separates products and services that a company manufactures and produces from the ones of other companies.
- ❑ Any kind of mark that can be represented graphically (figures, words, letters, number, layouts, even some sounds).
- ❑ Can be registered regionally, nationally, or in the EU level.
- ❑ It lasts for 10 years from the day of registration (can be renewed for indefinite 10-year terms).



WHY A TRADEMARK?

- ❑ It underpins the brand of the company.
- ❑ It is its most recognisable feature.
- ❑ It is vital for marketing purposes.
- ❑ It protects the product from being copied by another entity.



COPYRIGHT

- ❑ The right of a creator to protect their creative and artistic works.
- ❑ These works include books, music, paintings, sculptures, films, computer programs, databases, maps, etc.
- ❑ It only extends to expressions, not ideas.
- ❑ 2 Types of Copyrights:
 1. Economic (allows the owner to derive financial reward from its use).
 2. Moral (protect the author's non-economic interests).



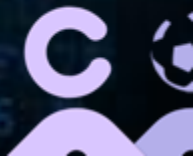
COPYRIGHT

- ❑ It can only be the property of a natural person (creator); companies can attain copyrights by making agreements with creators.
- ❑ Lasts throughout the author's life plus 70 years after their passing.



COPYRIGHT LENGTH

Literary, Musical, Artistic and Dramatic Works	Author's Lifetime + 70 years
Films	Director/Composer/Author's Lifetime + 70 years
Sound Recordings, Cable/TV and Radio Broadcasts	50 years from the 1st broadcast
Publisher's Right, Typographical Layout	25 years



TRADE SECRET

- ❑ All the confidential matters that are important for a company's business.
- ❑ Typically a company's property.
- ❑ Are not protected by other IP rights.
- ❑ Example: The recipe of Coca-Cola.



GEOGRAPHICAL INDICATION (GI)

- ❑ A sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.
- ❑ When granted a GI, you gain the exclusive right of labelling the specific product with the designated place of origin.
- ❑ For example, Scotch Whiskey is the only whiskey with the right to be labeled as originating from Scotland.



QUESTION

- ❑ Which type of Intellectual Property do you feel is the most relevant for athletes in your country? Why?
- ❑ Have you ever thought that you had the ability protect your brand or your trademarks as an athlete? If so, did you look further into it?



HOW TO IDENTIFY AND APPRAISE YOUR INTELLECTUAL ASSETS

□ This procedure can be done in 7 steps:

1. Find public consultation organisations.
2. Create a detailed table of all your intellectual assets.

Intellectual Property	Description	Owner	Product Life	Usage	Importance in Business	Estimated Value (€)	Protection Method



HOW TO IDENTIFY AND APPRAISE YOUR INTELLECTUAL ASSETS

3. Detailed cost/benefit analysis for each intellectual asset.
4. Each asset worthy of protection needs to be assigned a specific method of protection.
5. Analysis of which assets are worthy of protection (cost vs payback).
6. Start of protection operations; drafting of applications for protection.
7. Funding for protection costs are applied.



HOW TO SUCCESSFULLY EXPLOIT YOUR INTELLECTUAL ASSETS

- ❑ An IPR strategy has to be integrated into and complement one's business strategy.
- ❑ IP portfolio: sum of identified and classified IP Rights (need to regularly evaluate it).
- ❑ Protection against infringement: Need to have a protection plan that monitors, identifies, and responds to possible infringements by third parties.



Serena Williams: Copyright Strategy

- ❑ Serena Williams has filed for many trademarks over the years, including for her name, logos, and several business ventures (clothing, jewelry, investment funds, etc.).
- ❑ Due to her quick and effective filings, she has managed to make hundreds of millions of dollars for herself, and, also, for empowering young, black and female entrepreneurs.
- ❑ Lesson: Athletes' awareness and action towards filing for their trademarks can, not only protect them, but help them and other flourish.



HOW TO SUCCESSFULLY EXPLOIT YOUR INTELLECTUAL ASSETS

- ❑ Do research on the competition: Search what other individuals and companies with similar assets are doing in order to avoid infringing on their IP assets.
- ❑ Professional search companies exist (mostly used by large companies).
- ❑ Checking for IP infringement is easy, especially when searching large companies.



Pat Riley: 3-peat

- ❑ In 1988, NBA coach Pat Riley filed for the trademark “three-peat” (and “3-peat”) as his Lakers were en route for a 3rd straight NBA championship.
- ❑ Nevertheless, the Lakers lost to the Pistons and his trademark application felt like a mistake.



Pat Riley: 3-peat

- ❑ However, in 1993 he cashed in more than 300,000\$ in royalties from the NBA, after the Chicago Bulls completed a 3-peat.
- ❑ This, also, happened in 1998, 2000, and 2002 with different teams in the NBA and NFL.
- ❑ Lesson: Athletes and sporting figures can capitalise on certain trends or gaps in IP protection to cultivate large amounts of IP earnings.



Steph Curry: Nuit, Nuit Celebration



- During the semifinals and finals of the 2024 Olympic Basketball Tournament, NBA superstar Stephen Curry used this celebration after ensuring victories against Serbia and France.
- Nuit, Nuit = Night, Night.
- Since then, he has filed to trademark the celebration, both in the US and Europe.
- The reasoning behind this has been the printing of countless unlicensed apparel items with this exact celebration imprinted, from which Curry has been receiving no compensation.



HOW TO FINANCE THE EXPLOITATION OF YOUR INTELLECTUAL ASSETS

- ❑ Intellectual property assets may help you to strengthen your case for obtaining business finance from investors/lenders.
- ❑ Intellectual property rights can be used as collateral for a credit.
- ❑ Each investor may value your assets differently.
- ❑ Obtain an objective valuation from a competent valuation firm.



LICENSING AGREEMENT

- ❑ A licensing agreement is a legal, written contract, where the property owner (in this case you) gives permission to another party (usually a company) to use their IP assets (brand, patent, trademark).
- ❑ Compensation can come in the form of a one-time payment, royalties, and other forms.
- ❑ There are many rules of usage that take place in a licensing agreement, negotiated between the concerned parties.



TYPES OF LICENSING AGREEMENTS

1. Licensing-in \Rightarrow A company obtains technology from an external source.
2. Licensing-out \Rightarrow A company gives permission to another for the manufacturing of products.
3. Cross-licensing \Rightarrow 2 or more parties grant rights to their intellectual property to the other parties.



SHOULD YOU UTILISE A LICENSING AGREEMENT?

- ❑ Licensing agreements are usually beneficial for a party that does not have the resources/capital or the experience to develop and market their product.
- ❑ In this case, you should look into potential licensing agreements, as they may maximize your potential earnings.
- ❑ Yet, if you fulfill the aforementioned requirements your potential earnings are, often, much higher without the utilisation of a licensing agreement.



02

INTELLECTUAL PROPERTY RIGHTS MANAGEMENT: NATIONAL AND INTERNATIONAL ENVIRONMENT



INTERNATIONAL CONVENTIONS FOR IP

- ❑ Paris Convention (1883)
- ❑ Berne Convention (1886)
- ❑ TRIPS Agreement (1995)
- ❑ WIPO's Digital Agenda (1999)
- ❑ PCT (2004)



Paris Convention for the Protection of Industrial Property (1883)

- Includes all types of Industrial Property (trademarks, patents, designs, etc.).



Paris Convention for the Protection of Industrial Property (1883)

□ 3 main categories:

1. National Treatment: each Contracting State must grant the same protection to nationals of other Contracting States that it grants to its own nationals.

2. Right of Priority (for patents, marks, designs): after the filing of an application in a Contracting State, the individual has a certain period of time, where they can file for protection in any other Contracting State.

3. Common Rules:

→ **Patents** granted in different Contracting States for the same invention are independent of each other.

→ All **marks** filed for registration are independent in each Contracting State; cannot refuse it, because another State refused it.

→ **Industrial designs** must be protected in each Contracting State, and protection may not be forfeited on the ground that articles incorporating the design are not manufactured in that State.



Berne Convention for the Protection of Literary and Artistic Works (1886)

- ❑ Focuses on the minimum standards for copyright protection.
- ❑ 3 main principles:
 1. Works originating in one Contracting State must be given the same protection in each of the other Contracting States.
 2. Automatic protection: a work will be granted protection even if it fails to satisfy formalities, such as registration or legal deposit, under the national law of a member country.
 3. Protection is independent of the existence (or lack thereof) in the country of origin, but, for all protection larger than the minimum, the protection can be denied in another Contracting State, if it ceases in the State of origin.



Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement (1995)

- ❑ The TRIPS agreement introduced intellectual property law into the multilateral trading system for the first time and remains the most comprehensive multilateral agreement on intellectual property to date.
- ❑ 3 Main features:
 1. Standards: In respect of each of the main areas of intellectual property covered by the TRIPS Agreement, the Agreement sets out the minimum standards of protection to be provided by each Member.
 2. Enforcement: It sets certain general principles applicable to all IPR enforcement procedures on the domestic level.
 3. Dispute Settlement: It makes disputes between WTO Members about the respect of the TRIPS obligations subject to the WTO's dispute settlement procedures.



Other Provisions

- ❑ WIPO's Digital Agenda (1999): a set of guidelines and goals, is in line with the Organization's determination to seek solutions to problems raised by the impact of electronic commerce on intellectual property rights.
- ❑ The Patent Cooperation Treaty (PCT / 2004) makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing an "international" patent application (Such an application may be filed by anyone who is a national or resident of a PCT Contracting State).



QUESTION

- ❑ Have you ever heard of a specific example of Intellectual Property protection in sports?
- ❑ If so, what was it, and do you know how it was protected?



HOW TO REGISTER IPR IN THE NATIONAL AND INTERNATIONAL FRAMEWORK

- ❑ Registering your Intellectual Property Rights can be complicated, as each type (patent, utility model, trademark, design) has its own procedure.
- ❑ In the next slides, you will find out how to manage your IPRs in the national and international environments.



HOW TO REGISTER PATENTS IN THE NATIONAL FRAMEWORK

- ❑ If you intend to apply for a patent in your own country, it may be better to choose the national route and file your application at the IP office in your country.
 - Greece: Hellenic Industrial Property Organisation.
 - Cyprus: Department of Registrar of Companies and Intellectual Property.
 - Portugal: Portuguese Institute of Industrial Property.
- ❑ Every application needs to be completely accurate, because, after the day of application, nothing can be added to it.



HOW TO REGISTER PATENTS IN THE INTERNATIONAL FRAMEWORK

- ❑ The international patent system does not produce international patents, but a number of national patents.
- ❑ Created from the PCT in 1978.
- ❑ The application can be instituted either in your own national patent office or in WIPO (World Intellectual Property Organization) in Geneva or in European Patent Office (EPO).
- ❑ In the first case, after being examined by the national office, the application is handed to the international authority.



3 CRITERIA FOR PATENT APPLICATION

- ❑ In order to successfully apply and register a patent, 3 criteria need to be met:
 1. Novelty: The invention must not be made public before the date of the application.
 2. Inventive Step: The product/process needs to be inventive. If it is something that can be easily thought of by a manufacturer (e.g. Creating a swing: Screwing the tubes together instead of welding them), it will most likely be rejected.
 3. Industrial Applicability: The product/process needs to be able to be manufactured/practically utilised.



Simone Biles: Patenting Signature Moves

- ❑ Outside of trademarking her name and nicknames, similar to other famous athletes, Simone Biles has also patented some 5 of her famous gymnastics moves.
- ❑ Taking influence from the Fosbury Flop, which was patented by the person that popularized it, American athlete Dick Fosbury, Biles has filed for patents for a number of her signature moves.
- ❑ This is a very rare case of patent registering (not everyone can popularize a specific technique), but it showcases how one can exploit their unique skills as intellectual property.



HOW TO REGISTER UTILITY MODELS IN THE NATIONAL FRAMEWORK

- ❑ If you intend to apply for a utility model in your own country, you can file your application at the IP office in your country.
 - Greece: Hellenic Industrial Property Organisation.
 - Cyprus: Department of Registrar of Companies and Intellectual Property.
 - Portugal: Portuguese Institute of Industrial Property.
- ❑ Every application needs to be completely accurate, because, after the day of application, nothing can be added to it.



HOW TO REGISTER UTILITY MODELS IN THE INTERNATIONAL FRAMEWORK

- ❑ Utility model application in the international sphere is the same as the application of patents.
- ❑ The application can be instituted either in your own national IP office or in WIPO (World Intellectual Property Organization) in Geneva or in European Patent Office (EPO).
- ❑ In the first case, after being examined by the national office, the application is handed to the international authority.



HOW TO REGISTER TRADEMARKS IN THE NATIONAL FRAMEWORK

- ❑ If you intend to register a trademark in your own country, you can file your application at:
 - Greece: Directorate of Trade Marks of the General Secretariat of Commerce and Consumer Protection of the Ministry of Development and Investment (in paper form and by appearing at their offices).
 - Cyprus: Department of Registrar of Companies and Intellectual Property (In paper form visiting the office or by mail, and online on their official website).
 - Portugal: File the application through INPI's online system or by mail.



HOW TO REGISTER TRADEMARKS IN THE INTERNATIONAL FRAMEWORK

- ❑ When applying for a trademark abroad, there are 3 options:
 1. Use the national registration system in every target country.
 2. Use the Madrid Protocol: English application sent to the national IP office with all the countries' names, where the protection applies → WIPO in Geneva, where a register is kept.
 3. Use the European Community trademark, which applies to all EU countries.



Lebron James: Focus on Social Activism and Inclusivity



- ❑ Throughout his long and legendary career, Lebron James has filed for several trademarks, both basketball and business-oriented.
- ❑ Yet, what makes him stand out in regards to utilisation of IP, is his efforts towards promoting a better future for society.
- ❑ The trademark “Strive 4 Greatness” has been used as an inspirational quote to promote growth in people all over the globe.
- ❑ The trademark “I Promise School” has been used by the Lebron James Family Foundation to promote its efforts towards improving education in Akron, James’ hometown.



Lebron James: Focus on Social Activism and Inclusivity

- ❑ However, the trademark “More than an Athlete” likely has the biggest impact, as it promotes athletes as individuals with voices.
- ❑ This, happening in conjunction with the #BlackLivesMatter movement made James a social activism icon, as he suggested that voices and opinions of athletes, but also, black individuals should be heard, when it comes to the debate for equality.
- ❑ Lesson: An athlete’s brand and IP can allow them to achieve things far beyond the realm of sports.



HOW TO REGISTER DESIGNS IN THE NATIONAL FRAMEWORK

- ❑ If you intend to register a design in your own country, you can file your application at your country's IP Office:
 - Greece: at the Hellenic Industrial Property Organisation: along with your application, you are required to submit the Drawings, Proof of payment of the publication fee (depending on the number of drawings), a Description (optional), and any other required credentials.
 - Cyprus: at the Department of Registrar of Companies and Intellectual Property: application, drawings, and payment of application submission fees, first 5-year-protection period fees, and publication fees.
 - Portugal: (at INPI) identification data of the applicant, classification of the goods or services for which the registration is intended.



HOW TO REGISTER DESIGNS IN THE INTERNATIONAL FRAMEWORK

- ❑ Community Design Regulation enables the applicant to register their design in the whole of EU, at once.
- ❑ Its authority is the Office for Harmonization in the Internal Market (OHIM).
- ❑ The application can be submitted straight to the OHIM or through the national office.



Michael Jordan: The Jumpman Logo

- ❑ One of the most recognizable sporting logos.
- ❑ Owned by Nike.
- ❑ Inspired by Jacobus Rentmeester for Life Magazine during the 1984 Los Angeles Olympics.
- ❑ In 2015, Rentmeester sued for copyright infringement.
- ❑ Nike won the court battle, as they had planned ahead, by modifying the template for the Jumpman logo just enough, to avoid this exact issue.



HOW TO REGISTER A DOMAIN NAME

- ❑ Domain Name: The address of a website.
 1. Select a domain registrar.
 2. Choose the best domain name.
 3. Check the availability of your domain name.
 4. Select your domain extension (e.g. .com, .net, .org, .cy, .pt, etc.).
 5. Purchase your domain
 - There are free options that are usually for temporary websites.
 - If you are looking to have a permanent website, you should consult your domain registrar for pricing.



QUESTION

- ❑ Have you ever, in your career as an athlete or another profession, looked into IP protection? If so, what did you think of it?
- ❑ If you went through with it, what was your experience?

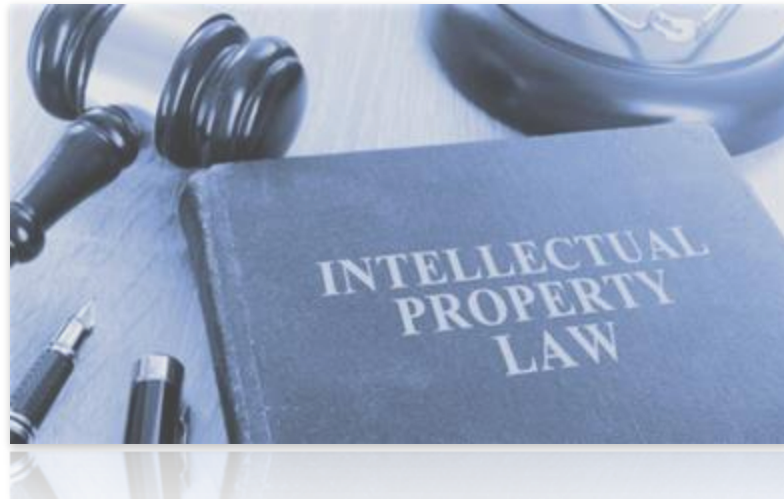


QUESTIONS FROM FACE-TO-FACE SESSION

- ❑ Do you remember what Intellectual Property is?
- ❑ Do you remember each type of Intellectual Property (Patents, Trademarks, Utility Models, Copyright, Geographical Indication, etc.)?
- ❑ Do you have any further questions that were not answered in the previous session?



03 WORLDWIDE IPR MANAGEMENT SYSTEM



PROMINENT INTERNATIONAL IPR ORGANISATIONS

- ❑ World Intellectual Property Organisation (WIPO).
- ❑ World Trade Organisation (WTO).
- ❑ European Patent Office (EPO).
- ❑ Office for Harmonisation in the Internal Market (OHIM).
- ❑ Internet Corporation for Assigned Names and Numbers (ICANN).



World Intellectual Property Organisation (WIPO)



- ❑ Located in Geneva, Switzerland.
- ❑ Promotes international cooperation through the protection of IPRs.
- ❑ Focus on the economic, cultural, and social progress of mankind.
- ❑ Balanced focus on the moral and material interests of creators.



World Intellectual Property Organisation (WIPO)

□ Services of WIPO:

- International Protection of Patent (through the Patent Cooperation Treaty).
- International Registration of Trademarks (through the Madrid System).
- International Registration of Industrial Designs (through the Hague System).



World Trade Organisation (WTO)

- ❑ Located in Geneva, Switzerland.
- ❑ WTO devices rules by which predictability of trade and transparency of national rules controlling trade is pursued.
- ❑ Established the TRIPS Agreement.



European Patent Office (EPO)

- ❑ Located in Munich, Germany.
- ❑ Processes and registers patent applications of the European patent system.
- ❑ International patents registered through national IP offices are, then, authorised by the EPO before coming into effect.



Office for Harmonisation in the Internal Market (OHIM)



- ❑ Located in Alicante, Spain.
- ❑ Responsible for specifically registering Trademarks and Designs.
- ❑ Its registrations are valid for all 27 EU member states.



Internet Corporation for Assigned Names and Numbers (ICANN)

- ❑ Located in Los Angeles, CA.
- ❑ Non-profit organisation.
- ❑ Responsible for administering domain names of Internet addresses.
- ❑ Upper level domain names (.com, .net, .info, etc.).
- ❑ Has created domain name disagreement solution process.



QUESTION

- Have you heard of any of these organisations? If so, how did you find out about them?





04

IPR MANAGEMENT SPECIFICS IN NATIONAL ENVIRONMENTS



QUESTION

- ❑ Do you know how to protect your IP in your country?
- ❑ Do you know the relevant IP protection organisation in your country?
- ❑ Do you think that it is an expensive/costly process?



Domestic IPR Laws

- ❑ Each country has its own specific laws regarding IPRs.
- ❑ Although they adhere to international rulings, there are many unique characteristics in each state's legislations.




GREECE

- ❑ *Who can apply for registration of IPRs?*
 - Any natural person or legal entity.
- ❑ *Are IPR infringements punishable by law?*
 - Criminal sanctions are provided for various acts of trademark (Article 45 of *law* 4679/2020) and copyright infringement.
- ❑ *Are there consequences for failure to pay renewal fees?*
 - Yes, you lose the relevant IPR (after a grace period of 6 months, where you have to pay 150% of the renewal fee).



GREECE: Application and Renewal Fees



Trademarks		Utility Models		Registered Designs	Euros	Patents	Euros
Filing Fee (1 class)	100 (online) 120 (paper)	Filing Fee	50	Filing Fee	100	Filing Fee	50
Filing Fee (additional class)	20 (per class)	Certificate Grant Fee	100	Supplementary Fee (up to 50)	10 (for each)	Simple Search Report Fee	300
Renewal Fee (1 class)	90 (online) 110 (paper)	Protection (1st year)	0	Publication Fee	30	Patent Grant Fees	150
Renewal Fee (additional class)	20 (per class)	Protection (3rd year)	20	Supplementary Publication Fee (up to 50)	10 (for each)	Fee for registering assignments, licenses, status changes	200
		Protection (7th year)	100	Protection Fee (5 years)	0	Protection (1st year)	0
				1st Renewal	0	Protection (2nd Year)	0
				2nd Renewal	100	Protection (3rd year)	50
				5th Renewal	250	Protection (20th year)	1.100

CYPRUS

❑ *Who can apply for registration of IPRs?*

→ Any natural person or legal entity whose permanent residence is in Cyprus or in the EU.

❑ *Are IPR infringements punishable by law?*


→ IPR infringements are punishable by law. Specifically, trademark illegal usage is punishable by a penalty fee [article 628, 63(I)2020], industrial design illegal usage is punishable by imprisonment or penalty fee or both [4(I)2002], as well as patent illegal usage [16(I)/1998].

❑ *Are there consequences for failure to pay renewal fees?*

→ If you fail to pay renewal fees before the last protection period expires, there is an additional fee of 25% for each month that passes for a period of 6 months. After 6 months, the Department of Intellectual Property proceeds to the deletion and publication of the deletion of the patent certificate in Government's official newspaper.



CYPRUS: Application and Renewal Fees



Trademarks	Euros
Filing Fee (1 class)	129 (online) 141 (paper)
Filing Fee (additional class)	94 (online) 102 (paper)
Renewal Fee (1 class)	73 (online) 75 (paper)
Renewal Fee (additional class)	59 (online) 60 (paper)



Registered Designs	Euros
Filing Fee	85,43
Publishing Fee	68,34 (optional)
Protection fee (5 years)	51,26
1st Renewal	85,43
2nd Renewal	139,69
3rd Renewal	170,86
4th Renewal	256,29



Patents	Euros
Filing Fee	191
International Filing Fee	1381
Protection (1st year)	0
Protection (2nd year)	0
Protection (3rd year)	50
Protection (4th year)	660

PORTUGAL

❑ *Who can apply for registration of IPRs?*

→ Any Natural Persons (Individuals, Sole Proprietors), Legal Entities (Companies, Partnerships, NGOs, Public Institutions), Foreign Applicants (Individuals and Companies Abroad, International Applicants), Authorized Representatives (Patent and Trademark Agent, Law Firms and IP Attorneys), Assignees, Heirs and Successors (Legal Heirs, Successors in Title).

❑ *Are IPR infringements punishable by law?*


→ Intellectual Property Rights (IPR) infringements are punishable by law in Portugal. The legal framework in Portugal provides robust protection for various types of IPRs, including patents, trademarks, copyrights, and industrial designs.

❑ *Are there consequences for failure to pay renewal fees?*

→ There are significant consequences for failing to pay renewal fees for Intellectual Property Rights (IPRs) in Portugal. These consequences vary depending on the type of IPR and can include the loss of protection, legal rights, and the potential for third parties to exploit the lapse in rights.



PORTUGAL: Application and Renewal Fees



Trademarks		Utility Models		Registered Designs		Patents	Euros
Filing Fee (1 class)	127 (online) 159 (paper)	Filing Fee	107,51 (online) 143,34 (paper)	Filing Fee	53 (online) 66 (paper)	Filing Fee	107,51 (online) 143,34 (paper)
Filing Fee (additional class)	32 (online) 38 (paper)	Examination Fee	144,36	Additional Designs Fee (up to 50)	13 (online) 16 (paper)	Search Fee	264,98
Renewal Fee (10 years)	215	Search Fee	264,98	Renewal Fee (5 years)	80	Examination Fee	144,36
		Protection (1st year)	43			Protection (1st year)	43
		Protection (3rd year)	43			Protection (2nd year)	43
		Protection (7th year)	214,93			Protection (3rd year)	43
						Protection (20th year)	322,36



05

CHALLENGES AND
TIPS FOR ATHLETES



QUESTION

- ❑ From your knowledge and experience, what are some things that athletes need to be careful about, regarding the protection of their IPRs?



CHALLENGES WITH IPR

- ❑ Lack of awareness.
- ❑ Unauthorised use of name and likeness (both by others and by one's self).
- ❑ Contractual issues (mistakes in negotiations).
- ❑ Failing to register IPRs in time.
- ❑ Difficulty in understanding the international IP system.



Michael Jordan: Qiaodan Sports Legal Battle

- ❑ Nike has been very protective of the Jordan logo and its affiliations since its inception.
- ❑ In 2007, Qiaodan Sports filed for the trademark “Qiao dan”, which means “tall red” in Chinese, with an individual playing basketball above it.
- ❑ It, also, registered trademarks with names sounding similar to the names of Jordan’s sons (Marcus, Jeffrey).



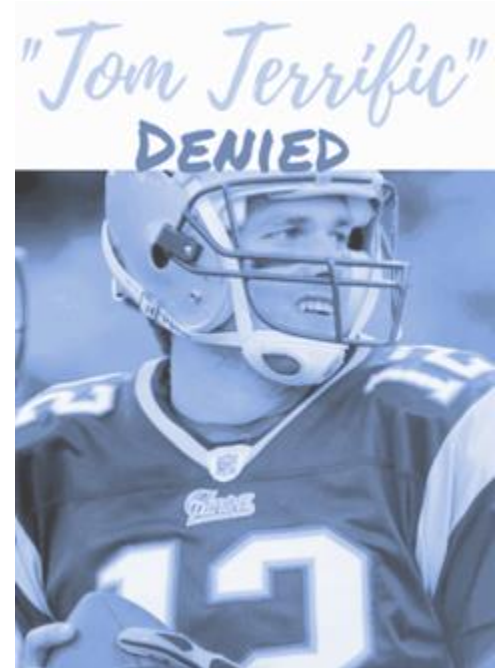
Michael Jordan: Qiaodan Sports Legal Battle

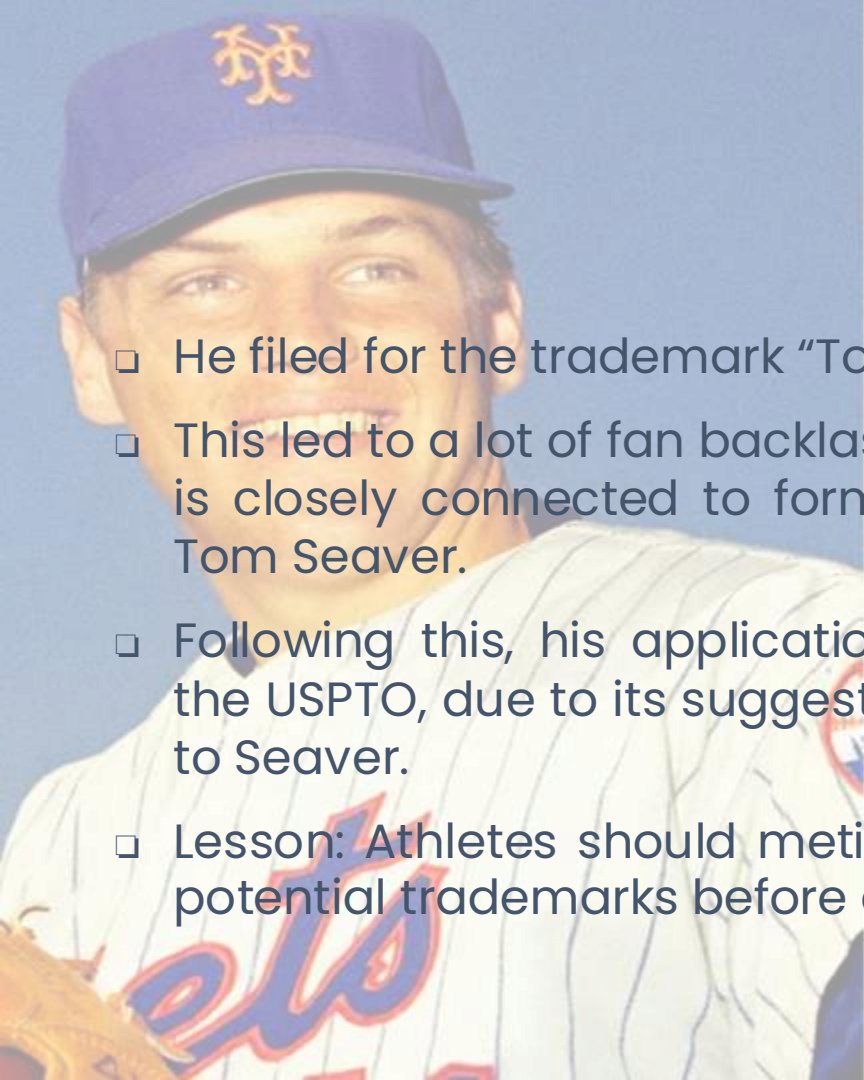
- ❑ In 2009, Nike filed for 5 Jordan-related trademark registrations and was denied, due to Qiaodan Sports previous filings.
- ❑ In 2012, Jordan filed to invalidate said trademarks and lost.
- ❑ Thus, attention to detail, when filing for trademarks, along with monitoring similar processes are essential in protecting one's IP.
- ❑ Lesson: Athletes should preemptively register their brand elements (names, logos, etc.) to avoid such issues.



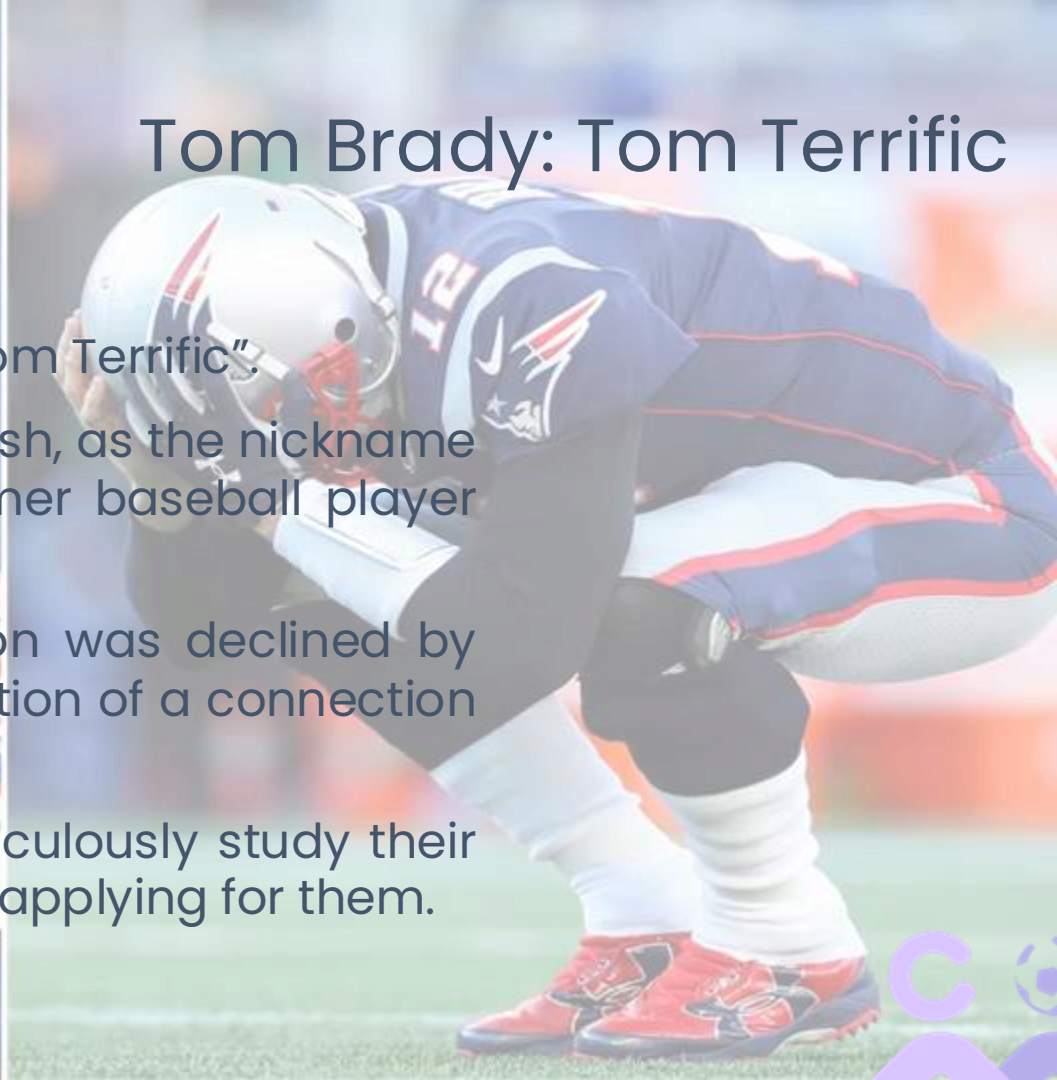
Tom Brady: Tom Terrific

- ❑ Over his career Tom Brady has filed for several different trademarks, each having its own character and uses (TB, TB12, BRADY, TOMPA BAY, TAMPA BRADY, etc.).
- ❑ His made tremendous earnings from using his IP in his business ventures.
- ❑ However, he was unsuccessful in registering for a trademark he and his legal team wanted in 2019.





Tom Brady: Tom Terrific

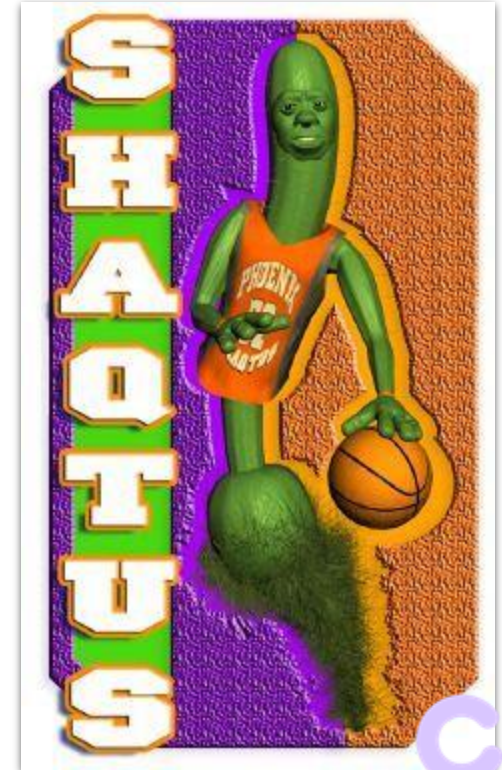


- ❑ He filed for the trademark “Tom Terrific”.
- ❑ This led to a lot of fan backlash, as the nickname is closely connected to former baseball player Tom Seaver.
- ❑ Following this, his application was declined by the USPTO, due to its suggestion of a connection to Seaver.
- ❑ Lesson: Athletes should meticulously study their potential trademarks before applying for them.



Shaquille O'Neal: Shaqtus Dispute

- ❑ Shaquille O'Neal is an NBA legend, with countless nicknames, most of whom have been trademarked by him and his company.
- ❑ In 2008, when he was traded to the Phoenix Suns, he started going by the nickname "the Big Shaqtus" (a wordplay on the word "cactus").
- ❑ During that time, Arizona clothing company True Fan Logo, Inc. trademarked the name "Shaqtus" and an image of a cactus with Shaq's likeness playing basketball in a Phoenix Suns jersey.



Shaquille O'Neal: Shaqtus Dispute

- ❑ In 2009, True Fan Logo, Inc. sued ESPN over the use of the nickname.
- ❑ This, in turn, led to O'Neal and his company countersuing the apparel company for exploiting his likeness for profit.
- ❑ Despite the defendants suggesting that they had received O'Neal's consent for the trademark, the court issued against them and, in 2012, they were forced to drop any products or domains with the name "Shaqtus".



CHALLENGES WITH IPR

- ❑ Social Media challenges:
 1. Unauthorized use of IP
 2. Fan backlash from strong protection of IP
- ❑ Balancing privacy and publicity.
- ❑ Evolution of technology (new challenges in IP protection).
- ❑ Infringement and piracy.
- ❑ Difficulties in trade secrets protection.
- ❑ High IP protection enforcement and litigation costs.



Giannis Antetokounmpo: Risks of Trademark Protection

- ❑ In 2019 and 2020, Giannis Antetokounmpo and his lawyers filed 13 trademark infringement lawsuits in federal court against a variety of people, who were unlawfully profiting off his name and likeness.
- ❑ However, this led to fan backlash, who perceived the basketball player as greedy and rich.



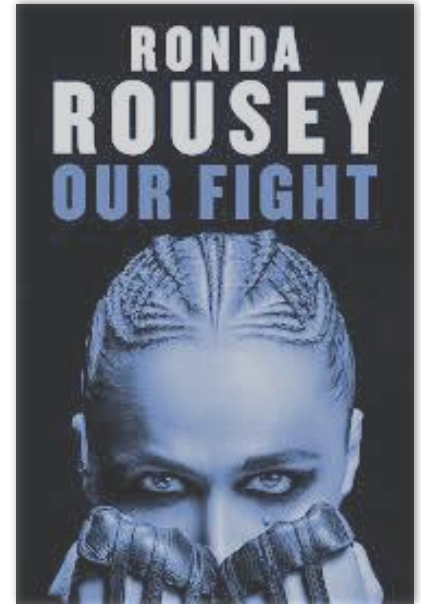
Giannis Antetokounmpo: Risks of Trademark Protection

- ❑ In one specific case, a graphic designer and a Milwaukee Bucks fan, Monte Eady, created a T-shirt as a means of honoring the player and sold less than 20 units online.
- ❑ Yet, Antetokounmpo's lawyers reached out to him and he had to pay a cash settlement.
- ❑ Lesson: Athletes need to be careful about how they approach the protection of their IP, as their efforts may, sometimes, be misinterpreted.



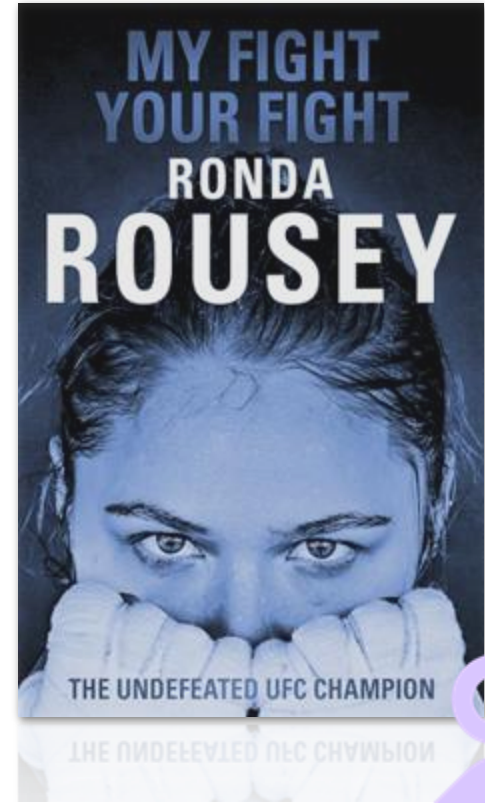
Ronda Rousey: Focus on Privacy

- ❑ Former MMA fighter, Ronda Rousey has registered for many trademarks over the last decades, including her name, catchphrases, and finishing maneuver (Armbar).
- ❑ Nevertheless, despite her level of fame and marketability, she has recently shied away from claiming many new trademarks, as she is trying to leave the spotlight aside.



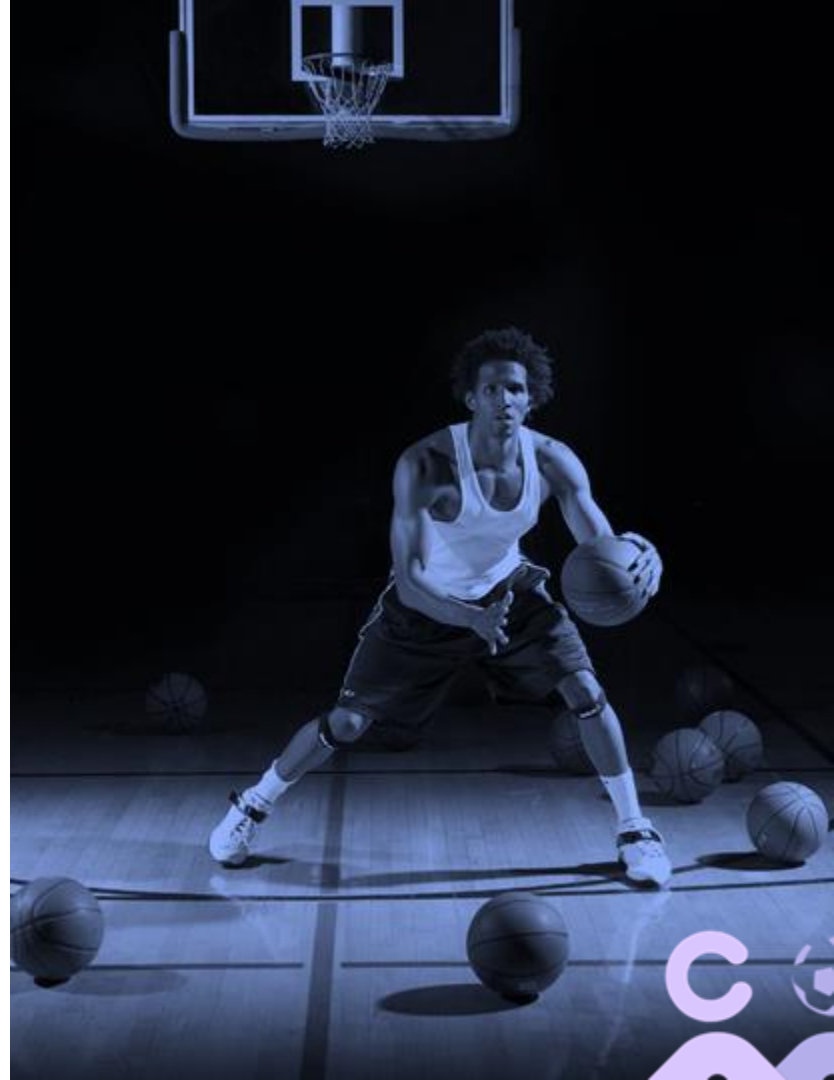
Ronda Rousey: Focus on Privacy

- ❑ Throughout her many years as a public figure, she has realised that increasing IP assets can lead to an increased spotlight from the public.
- ❑ Now, as a mother, she has decided to minimise her public exposure for her own good and her family's.
- ❑ Lesson: Athletes should carefully choose how much IP they are willing to go after, as it may have an impact on their public image.



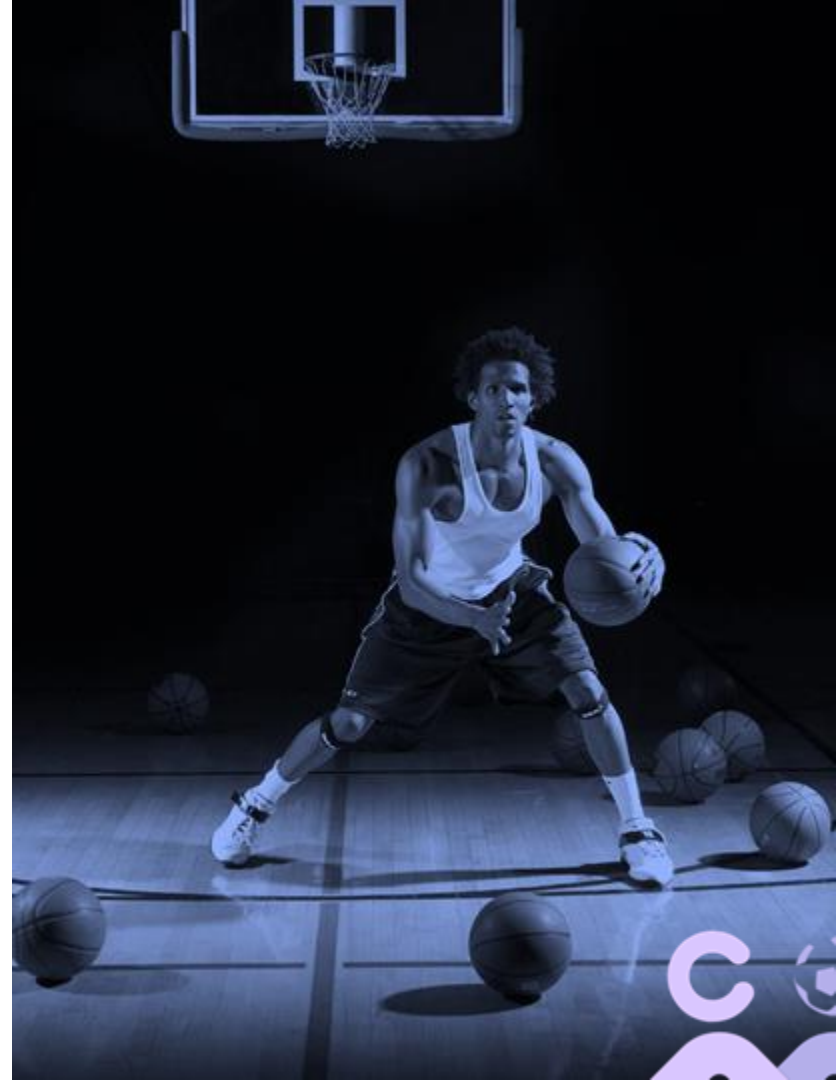
IPR MANAGEMENT TIPS

- ❑ Educate yourself.
- ❑ Consult with legal professional.
- ❑ Register trademarks and logos.
- ❑ Protect your personal brand.
- ❑ Copyright your creative works.
- ❑ File patents for inventions.
- ❑ Use licensing agreement (if needed).



IPR MANAGEMENT TIPS

- ❑ Monitor your IPRs and enforce their protection (yet, be wary of your public perception).
- ❑ Include IP provisions in contracts.
- ❑ Maintain consistency in your branding through a Branding Style Guide.
- ❑ Stay informed on industry trends.
- ❑ Plan for international protection



Usain Bolt: Victory Pose



- ❑ In 2022, Usain Bolt filed to trademark the image of his victory pose as a logo in the US.
- ❑ During the registration process, it was shown that he intended to use it for many ventures, including clothing, jewelry, shoes, restaurants, etc.
- ❑ He utilised his previous trademarks in other countries (including Jamaica), to forego proof of use.



Usain Bolt: Victory Pose

- ❑ According to IP law, a pose is not a copyrightable item.
- ❑ However, an image of a pose is, and Bolt utilised this window to ensure the safety of his IP in his new business ventures.
- ❑ Lesson: Again, monitoring your IP and being aware of the existing legislation is vital for its protection.

**USAIN
BOLT**



Kylian Mbappé: Celebration

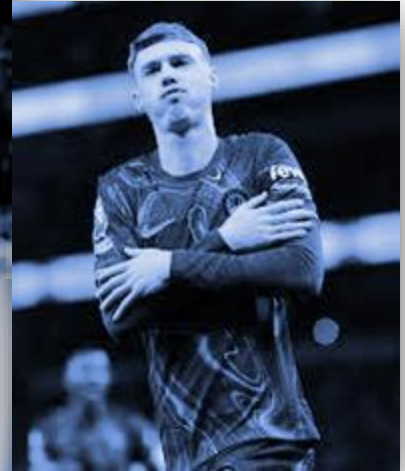


- ❑ Similarly to Usain Bolt, football star Kylian Mbappé has trademarked his signature celebration pose, along with his initials for use in several different sectors.
- ❑ This marks the second widely known use of a pose as a symbol, thus making something considered non - copyrightable, copyrightable.



Other Trademarked Footballer Celebrations

- ❑ Being inspired by Mbappe's trademark decision, 3 other football stars followed suit and did the same with their own celebrations.
- ❑ His Real Madrid teammate, Jude Bellingham, Dani Olmo, and Cole Palmer, all trademarked their signature celebrations.
- ❑ Thus, they denied anyone else from copying them.



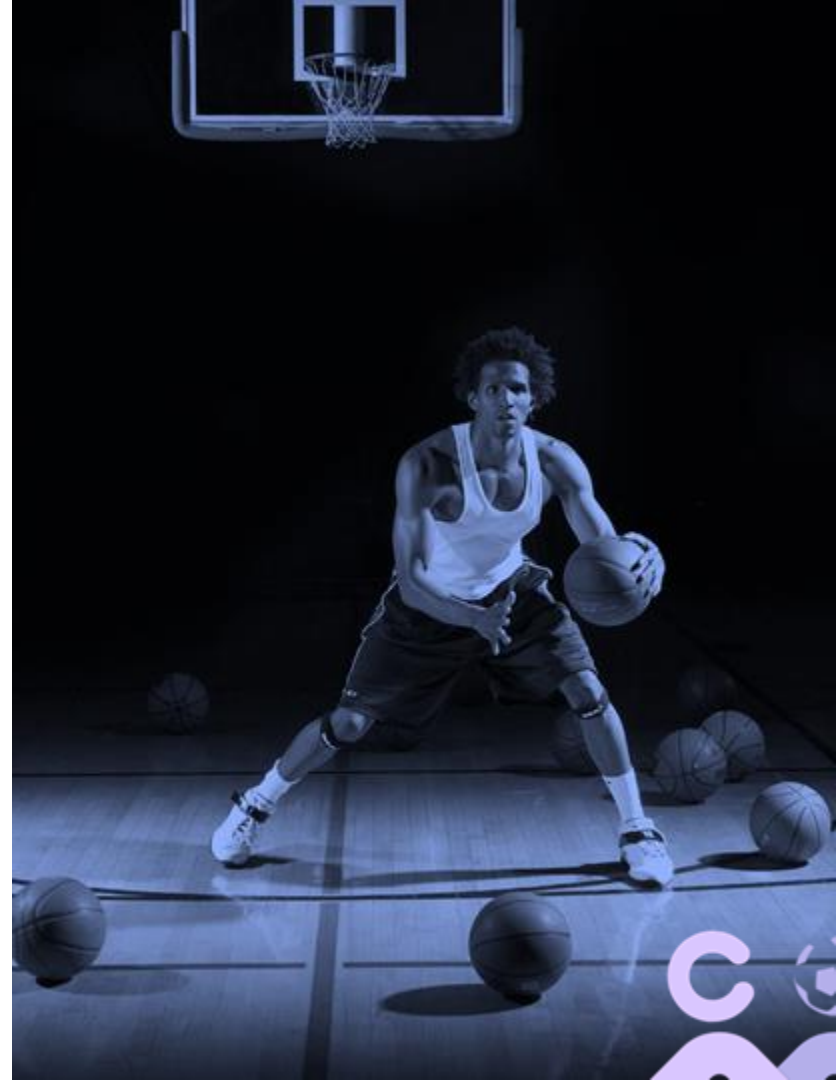
Lance Armstrong: Livestrong

- ❑ In 1997, world champion cyclist, Lance Armstrong trademarked the “Livestrong” brand for his foundation amid his battle with cancer.
- ❑ This brand became a phenomenon with the athlete and the foundation strongly profiting from it.
- ❑ Even after 2012, when Armstrong had to step down from his foundation due to a doping scandal, the company still holds the right to “Livestrong”.



IPR MANAGEMENT TIPS

- ❑ Monitor your IPRs and enforce their protection (yet, be wary of your public perception).
- ❑ Include IP provisions in contracts.
- ❑ Maintain consistency in your branding through a Branding Style Guide.
- ❑ Stay informed on industry trends.
- ❑ Plan for international protection.



Robert Griffin III: Early Trademarking

- ❑ The former NFL quarterback filed for several trademarks during the early part of his career, including for phrases like "Dream Big Live Bigger," "Unbelievably Believable," "Light You Up," and "No Pressure No Diamonds", and "Know Your Why".
- ❑ As his career did not pan out as expected, the athlete has let all but the last of these trademarks lapse.

	Serial Number	Reg. Number	Word Mark	Check Status	Live Dead
1	85521225		UNBELIEVABLY BELIEVABLE	TSDR	LIVE
2	85518378		RG3	TSDR	LIVE
3	85518373		RGIII	TSDR	LIVE
4	85518361		ROBERT GRIFFIN III	TSDR	LIVE
5	85664885		GO CATCH YOUR DREAM	TSDR	LIVE
6	85664884		LIGHT YOU UP	TSDR	LIVE
7	85664883		WORK HARD STAY HUMBLE	TSDR	LIVE
8	85664881		NO PRESSURE NO DIAMONDS	TSDR	LIVE
9	85664880		GO CATCH YOUR DREAM	TSDR	LIVE
10	85664878		LIGHT YOU UP	TSDR	LIVE
11	85664877		WORK HARD STAY HUMBLE	TSDR	LIVE
12	85664873		NO PRESSURE NO DIAMONDS	TSDR	LIVE
13	85663447		UNBELIEVABLY BELIEVABLE	TSDR	LIVE
14	85628523		DREAM BIG LIVE BIGGER	TSDR	LIVE



Robert Griffin III: Early Trademarking

- ❑ Yet, this move is considered very smart in regards to IP protection, as, even though, the trademarks did not pan out, Griffin III minimised the possibility of someone exploiting his IP assets.
- ❑ Lesson: Early trademark applications can be a very shrewd move for IP protection.



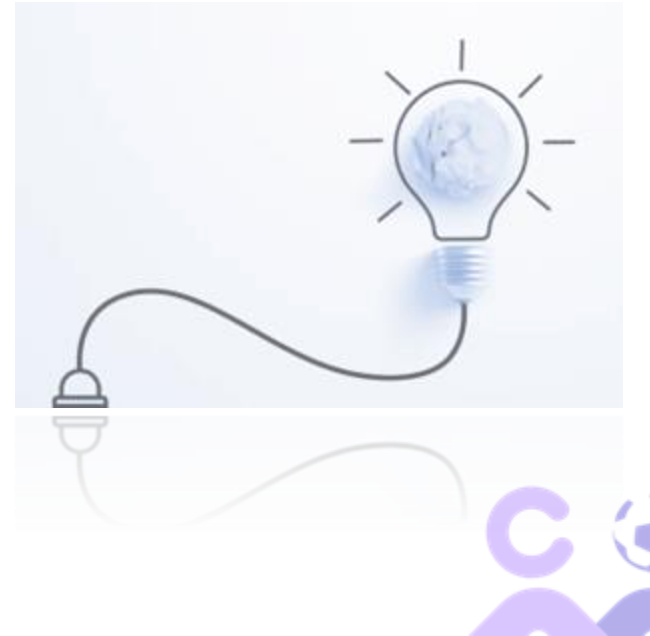
QUESTION

- ❑ Can you think of any other similar examples?
- ❑ Is there any other advice that you would give to athletes wanting to protect their IP?



INNOVATION

- ❑ The main driving force of economy.
- ❑ Driver of development.
- ❑ The development of new products/product designs.
- ❑ Invention is part of innovation.
- ❑ Product and service improvement.
- ❑ Introduction of new methods of production, delivery, and distribution.
- ❑ New way of thinking about how to develop and/or market a product.



INNOVATION'S SIGNIFICANCE FOR ATHLETES

- ❑ Promotes new sources of income
- ❑ Ensures financial safety after retirement
- ❑ Allows you to leave an impact on your sport
- ❑ Improves the professional experiences of those after you
- ❑ Famous sports innovations:
 1. Video Assistant Referees (VAR)
 2. Data-Driven Talent Scouting
 3. Sports Analytics



QUESTION

- ❑ Can you think of some examples of innovation? (They do not have to be from the sports world)
- ❑ Have you used any innovative actions in your professional careers? If so, please describe them.



CONCLUSION

INTELLECTUAL PROPERTY RIGHTS (IPR) PROCESSES AND THE ROLE OF IPR KNOW- HOW

- The meaning of IP
- The importance of IP
- The uses of IP
- The types of IP

INTELLECTUAL PROPERTY RIGHTS MANAGEMENT: NATIONAL AND INTERNATIONAL ENVIRONMENT

- International Conventions for IP
- How to effectively register your IP

WORLDWIDE IPR MANAGEMENT SYSTEM

- Main international IPR organisations:
 - WIPO
 - WTO
 - EPO
 - OHIM
 - ICANN



CONCLUSION

IPR MANAGEMENT SPECIFICS IN NATIONAL ENVIRONMENTS

- Domestic IPR Laws for:
 - Greece
 - Cyprus
 - Portugal

CHALLENGES AND TIPS FOR ATHLETES

- IPR challenges for athletes
- Athlete case studies
- Tips for the effective management of IPR
- Remember to innovate!





THANK YOU!



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