



## Evolving Intellectual Property Rights Skills for Athletes

D2.2 – IPR Trainers manual

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## ABBREVIATIONS

**WIPO: World Intellectual Property Organisation**

**WTO: World Trade Organisation**

**EPO: European Patent Office**

**OHIM: Office for Harmonisation in the Internal Market**

**ICANN: Internet Corporation for Assigned Names and Numbers**

**EU: European Union**

**IP: Intellectual Property**

**IPR: Intellectual Property Right**

**GI: Geographical Indication**



## 1 BACKGROUND. ABOUT IPR-A PROJECT

For the majority of athletes, including many successful ones, much in their sport, the alternative ways to sustain themselves financially are a reality. The 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 projects concept approach is spread in three phases which relate to the Work Packages structure and address specific objectives. Our project will work on three levels: supporting the community (by developing educational programs and IPR entrepreneurial based skills), affecting the social aspect by involving athletes in the process and organizing seminars for immediate application of knowledge through specific educational method and affecting at personal level by increasing the beliefs about IPR and build skills so as to equip athletes for successful and active action with entrepreneurship. The first phase of the project 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. On the second phase co-creation studio 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. The third phase is horizontal and will run from day one and all the way through to the end. It will concentrate on the promotion of IPR skills to retired athletes.



## 2 INTRODUCTION – IPR Trainers’ manual

The Trainers’ Manual serves as a fundamental tool for preparing future trainers who will deliver the D2.1 – Curriculum for Students and also a helpful resource for students who wish to deepen their knowledge even further.

Its primary aim is to equip trainers with the necessary knowledge, techniques, and practical guidance to convey the educational content clearly, accurately, and adaptively.

Given the specialized nature of Intellectual Property Rights (IPR) and the generally limited awareness within the sports sector, the manual provides detailed guidance for each thematic unit, helping trainers tailor the lessons to the needs of diverse groups of athletes, from young beginners to professionals and dual-career athletes.

Moreover, the manual aims to ensure consistency and quality across all training seminars by offering methods and practices that promote active participation, understanding, and practical application of knowledge. It also functions as a long-term resource supporting the development of a network of highly skilled trainers capable of maintaining and advancing knowledge of intellectual property rights in sports.

In particular, the manual places strong emphasis on encouraging active participation of athletes during training sessions. Through interactive methods such as discussions, questions, group exercises, and case studies, trainers act as facilitators of learning, creating a dynamic and engaging environment that fosters better understanding and deeper assimilation of the material.

### **Relationship with D2.1 – Curriculum for Students**

The D2.2 – Trainers Manual is designed as a complementary tool to the D2.1 – Curriculum for Students, aiming to support trainers in presenting and explaining the content directly targeted at athletes. While D2.1 provides the core educational material with thematic units, information, and examples, the D2.2 manual takes on the role of “translating” this material into an effective educational experience.

The complementarity between the two documents is reflected mainly in the following aspects:

- **Specialized guidance:** D2.2 offers detailed analysis of each section of D2.1, providing trainers with clear instructions on how to present the topics in an understandable and audience-tailored manner.
- **Teaching methodology:** It suggests specific methods and techniques, such as interactive exercises, discussions, audience questions, and case studies, which enhance active participation and comprehension.



- **Audience adaptation:** It explains how trainers can tailor their delivery depending on the needs of different groups, whether they are young athletes, professionals, or dual-career athletes.
- **Challenge management:** It provides strategies and answers to common questions and difficulties that may arise during teaching, ensuring trainers are prepared to respond to any situation.
- **Enhancing consistency and quality:** By standardizing the educational process, the manual ensures that the message and knowledge conveyed are uniform and of high quality, regardless of the trainer or group.

In this way, the trainers' manual not only accompanies the curriculum but serves as a key tool in transforming theoretical content into a dynamic and effective educational process that has a real impact on athletes.

### **Training Objectives and Skills Development**

Trainers using the D2.2 manual are expected to achieve specific objectives to ensure effective delivery of the educational material and meaningful learning outcomes for the athletes.

#### **Key Objectives:**

1. **Understanding Intellectual Property Rights (IPR):** Trainers must deepen their knowledge of IPR concepts and details to confidently address questions and explain complex ideas in a clear and accessible manner.
2. **Development of communication skills:** The ability to convey information clearly, use sports-related examples, and apply practical teaching methods is essential to maintain athletes' interest and enhance understanding.
3. **Adaptability:**  
Each group of learners differs in knowledge level, experience, age, and sport specialization. Trainers need to tailor content and methods to meet the specific needs of their audience.
4. **Teaching management skills:** This includes managing time effectively, creating interactive and participatory lessons, handling challenges, and encouraging engagement from all participants.
5. **Enhancing critical thinking:** Trainers should foster critical and analytical thinking, enabling athletes not just to memorize information but to understand how to apply knowledge practically.
6. **Specialized knowledge of the legal framework:** Trainers are expected to be familiar with the particularities of intellectual property legislation in the partner countries (Greece, Cyprus, Portugal), to provide well-informed and tailored guidance.



### 3 GUIDELINES FOR SEMINAR DELIVERY

Since many participants may be taking on the role of trainer for the first time, this section is designed to provide the necessary guidance and support for the proper and effective delivery of the educational material. Effectively conveying knowledge—especially on a specialized and relatively new topic such as Intellectual Property Rights in the sports sector—requires thorough preparation, appropriate teaching methods, and managing interaction with the audience. This section includes practical advice and techniques to help both new and experienced trainers successfully meet the demands of their role.

**3.1 Trainer Preparation:** To successfully deliver the curriculum, the trainer needs to thoroughly study the entire presentation, the related D2.1 – Curriculum for Students document, and any presenter notes. It is essential that the trainer has a solid understanding of D2.1, as it forms the core educational material to be conveyed. Additionally, it is beneficial to seek supplementary information and examples related to intellectual property rights to be better prepared for questions and to make the session more interesting and tailored to the audience.

**3.2 Role of the Trainer** The trainer is expected to create a welcoming and supportive environment for participants, minimizing any feelings of unease or uncertainty about the program and its content. Creating a positive atmosphere encourages active participation and helps learners feel comfortable to engage openly. Leveraging this atmosphere, the trainer should deliver the material in a way that maximizes the learning potential of the athletes. Although not responsible for each participant's willingness to learn, the trainer must ensure a productive setting where most willing participants can enhance their knowledge of athletes' intellectual property rights protection.

**3.3 Learning Agreement:** To minimize distractions during the seminar, the trainer should agree on some basic behavioral rules with the participants. These may include avoiding mobile phone use, encouraging active participation, and respecting others' contributions.

**3.4 Beginning of the Seminar:** Upon arrival, the trainer should warmly welcome the participants, creating a friendly atmosphere. Once seated, the trainer welcomes them to the seminar and may start by asking questions about their professional background and reasons for participating. This initial engagement helps participants personally connect with the curriculum and prepares them to engage more effectively throughout the session. These questions help participants personally connect with the content and actively engage in the learning process. This introductory phase usually lasts about 10-20 minutes and prepares the athletes for more effective understanding of the lesson.

**3.5 Recommended Teaching Methods:** To enhance material assimilation, the following are recommended:





- **Lectures:** Clear and simple presentation of core concepts.
- **Discussions:** Active engagement through questions and exchange of views.
- **Exercises:** Practical activities to deepen understanding.
- **Case Studies:** Analysis of real examples of athletes successfully managing their intellectual property rights to aid practical comprehension.

*3.6 Managing Questions and Participation:* The trainer should encourage questions and participation, fostering a climate of trust. Answers should be clear and respectful, helping participants connect theory with their personal experience. Techniques such as probing questions or group discussions can maintain interest and increase involvement.



## 4 EDUCATIONAL METHODOLOGY AND DELIVERY OF D2.1 MODULES

### 4.1 Educational Methodology Description

Effective teaching of topics related to Intellectual Property Rights requires a methodical and carefully designed approach. The D2.1 educational material contains complex concepts that need to be explained in a clear and accessible manner, tailored to the needs of athletes.

Below is the educational methodology followed for delivering the D2.1 modules, aiming to ensure the best possible understanding and retention of the material.

#### **Description of the Methodology:**

- **Theoretical Introduction:** The trainer begins each module with a clear and concise presentation of the key concepts and characteristics of the topic as defined in D2.1. This ensures that participants have a solid knowledge base to build upon.
- **Use of Examples:** During the presentation, the trainer incorporates practical examples relevant to athletes, wherever possible, to help them better understand the significance and application of Intellectual Property Rights in their lives and careers.
- **Interactive Activities:** Following the theory, exercises, audience questions, and small group discussions are integrated to encourage active participation and critical thinking.
- **Case Studies:** Specific real-life examples involving athletes are presented so participants can see how the principles taught are applied in practice.
- **Scheduled Breaks:** After each major section, time is provided for a break, allowing participants to rest and better assimilate the information.
- **Open Dialogue and Questions:** At the end of each module, time is allocated for questions and discussion, where the trainer responds and clarifies doubts, tailoring the session to the needs of the participants.

This methodology ensures a balanced approach between theory and practice, maintains the interest of athletes, and promotes meaningful and experiential learning of Intellectual Property Rights.



## 4.2 Teaching Guidelines for: “Definition of Intellectual Property”

**Objective:** To help athletes understand what Intellectual Property (IP) and Intellectual Property Rights (IPR) are, and how these relate directly to their personal and professional identity.

### Key points to cover:

1. **Introduction to the definition of Intellectual Property:** Begin by providing a simple and clear definition of IP and explain how IPR are rights that protect specific elements of IP.
2. **Focus on athletes’ personal elements:** Emphasize that for athletes, IP is not only traditional creative works but also includes elements such as their name, image, logo, signatures, slogans, and even training methods or digital content.
3. **Practical examples:** Use examples such as the exploitation of a slogan on sports merchandise or the licensing of image rights in advertising, so athletes can see how these rights operate in practice.
4. **Explanation of IP as an asset:** Highlight that IP is an asset that can be sold, leased, transferred, or invested in, with examples of how this can happen in the sports sector.

### Special Tips :

- **Start with questions to engage interest, e.g.,** “What do you know about intellectual property? Which elements of your personal image do you think can be protected?”
- **Use analogies:** To help athletes understand what “intangible rights” mean, compare intellectual property to something more familiar, e.g., “Intellectual property is like your name or your phone number — it’s yours, and no one can use it without permission.”
- **Explain the difference between IP and IPR with examples:** Use simple scenarios, e.g., IP is the house, while IPR are the keys that let you control it.

**Duration:** It is recommended to allocate about 15-20 minutes to this subunit, focusing on interaction and comprehension.

## 4.3 Teaching Guidelines for “Why would Someone Protect Intellectual Property?”

### 4.3.1 Athletes

**Objective:** To help athletes understand the key reasons for protecting their intellectual property and the practical benefits this brings, both during and after their athletic careers.



**Key points to cover:**

- **Protection from Misuse:** Intellectual property safeguards athletes' names, images, and products from unauthorized use or imitation.  
*Example:* A famous footballer legally prevented the unauthorized sale of products bearing his name, protecting his reputation and income.
- **Financial Benefits:** IP registration enables athletes to generate passive income through licensing the use of their name or image in products and advertisements.  
*Example:* An athlete receives royalties from a sportswear company using her logo and name.
- **Career Transition Support:** IP developed by athletes can support their professional pursuits after retiring from sports.  
*Example:* A former champion who patented a training method now uses it to run his own coaching academy.
- **Legal Awareness:** Understanding legal frameworks is critical, especially in the digital age, to avoid infringements on social media and online platforms.  
*Example:* An athlete producing YouTube content protects his rights against unauthorized use.

**Special Tips :** Make reference to the table below

**Table 1: Professions Athletes Follow Post-Retirement**

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

#### 4.3.2 States

**Objective:** To help participants understand the economic and social reasons why states encourage the protection of Intellectual Property Rights.

**Key points to cover:**

- **Economic Benefits:** Explain that states financially benefit from increased IP protection applications, which boost economic flow.



*Example:* Each patent or trademark application involves fees that support public revenues and foster the development of new businesses and job creation.

- **Promotion of Research & Development:** Emphasize that IP protection encourages companies and research centers to invest more in innovative technologies.

*Example:* Securing new technologies in sports equipment allows companies to invest confidently in new products without fear of idea theft.

- **Promotion of Marketing & Advertising:** Explain how protecting trademarks encourages investment in marketing campaigns.

*Example:* A sportswear company that protects its logo invests in advertising, creating demand and employment opportunities.

- **Prevention of Freeloading:** Mention that without IP protection, third parties could exploit others' creations without effort.

*Example:* Mass copying of a popular sports product without permission reduces incentives and income for the creators.

- **Ensuring Consumer Satisfaction and Loyalty:** Highlight that IP protection promotes the production of authentic and quality products, increasing market trust.

*Example:* Consumers prefer authentic brands knowing they pay for quality products and support legitimate creators.

#### 4.4 Teaching Guidelines for “Types of Intellectual Property”

**Objective:** Help participants understand the main types of intellectual property, their unique features, and how they can protect and leverage their personal and professional rights.

##### Patents

- Explain what a patent is, its typical duration, and how it grants exclusive rights to the inventor. Use simple examples such as an athlete patenting an innovative training device or fitness app to control its use and distribution.
- **Tip:** Emphasize the importance of patents for protecting innovations and commercial exploitation.

##### Utility Models

- Highlight the differences from patents, mainly shorter duration and protection for minor technical improvements.
- **Example:** Mention an improved grip or accessory for training equipment that enhances safety. Encourage participants to think about simple improvements they could protect.



### Designs

- Explain that design protection covers the appearance, shape, or decoration of a product. Provide examples of sportswear or shoes with personal logos.
- **Tip:** Stress that design protection helps athletes maintain control over their market image.

### Trademarks

- Explain that trademarks are signs that distinguish products or services. Give examples of athletes protecting their name or slogan for commercial use.
- **Tip:** Explain the importance of trademark protection for managing public image and sponsorship deals.

### Copyrights

- Explain protection for creative works such as videos, music, and digital content. Present examples of athletes creating training videos or educational material.
- **Tip:** Highlight the value of controlling usage and commercial exploitation of content.

### Trade Secrets

- Explain that trade secrets cover confidential information that gives a competitive advantage, such as training or nutrition programs.
- **Example:** Mention a coach who keeps a unique training regimen secret to stay competitive.
- **Tip:** Stress the importance of confidentiality and how it differs from other IP forms.

### Geographical Indications

- Explain how specific products are linked to their place of origin, adding value.
- **Example:** An athlete collaborating with local producers to promote sports goods made in a renowned region, adding prestige and authenticity.
- **Tip:** Emphasize the identity and authenticity that geographical indications bring.



## 4.5 Teaching Guidelines for “How Athletes Can Identify, Value, Use and Fund Their Intellectual Assets”

### 4.5.1 Knowing the Worth of Your IP

**Objective:** Guide athletes through the process of identifying, evaluating, and preparing to protect their intellectual assets effectively.

**Key Points to Cover:**

- **Identification of Intellectual Assets:** Explain the importance of recognizing all forms of intellectual property an athlete may have — including personal logos, training methods, digital content, slogans, or unique equipment designs.
- **7-Step Process:** Walk through the step-by-step procedure that helps athletes systematically identify and appraise their IP assets.
- **Use of the Table (Table 3):** Explain how to fill in the inventory table listing each IP asset’s description, owner, product life, usage, business importance, estimated value, and protection method. Emphasize that this structured approach supports informed decision-making and prioritization.
- **Practical Value:** Highlight that understanding the worth of their IP helps athletes wisely focus resources on protecting valuable assets, maximizing financial returns and career opportunities

### 4.5.2 Maximising the Value of Your Intellectual Assets in and Beyond Sport

**Objective:** Equip athletes with the knowledge and tools to strategically manage and leverage their intellectual property rights in alignment with their professional goals.

**Key Points to Cover:**

- **Importance of an IPR Strategy:** Explain that effective exploitation of IP requires a clear strategy aligned with business goals, such as launching a personal brand, endorsing products, or creating training/digital content.
- **IP Portfolio Concept:** Introduce the idea of an IP portfolio — a structured record of all intellectual property rights (trademarks, copyrights, design rights) owned by the athlete. Highlight typical portfolio items: name and image rights, branded merchandise, signature moves in digital form, original training methods.
- **Protection Plan Foundation:** Stress that the IP portfolio is crucial for building a comprehensive protection plan to safeguard valuable assets. Discuss the risks of not monitoring for third-party infringements, like unauthorized use on social media or counterfeit products.



- **Avoiding Infringement of Others' Rights:** Emphasize the need to ensure that any content or branding created by the athlete does not infringe on existing rights of others. Explain the importance of conducting searches to verify that logos, names, or slogans are unique and legally available. Provide examples such as verifying personal logos or fitness apps before launch.
- **Using Professional Help:** Explain that for detailed checks, especially for commercial launches or trademark registration, professional IP search firms can assist in identifying conflicts and existing rights.

**Practical Examples for Teaching:**

- Demonstrate how an athlete might compile an IP portfolio, listing name rights, logo trademarks, and digital content copyrights.
- Present a scenario where an athlete launches a fitness app and must check for existing similar apps or trademarks to avoid infringement.
- Discuss real cases where athletes or companies faced legal issues due to overlooked IP conflicts.

#### 4.5.3 How Athletes Can Finance the Use of Their Intellectual Property

**Objective:** To help athletes understand how to leverage their intellectual property assets to secure funding, sponsorships, and business opportunities.

**Key Points to Cover:**

- **Building on Prior Steps:** Explain that financing IP assets builds on earlier steps — identifying, protecting, and organizing their IP portfolio.
- **Using IP to Secure Funding:** Highlight how registered IPRs such as personal logos, branded clothing lines, or unique training methods can convince sponsors, partners, or investors to provide funding. Mention that in some cases, IP can serve as collateral for loans or sponsorship deals.
- **Importance of a Clear IP Portfolio:** Stress that athletes need a well-documented and professionally valued IP portfolio to help potential sponsors or business partners understand the true worth of their brand elements — name, likeness, signature moves, social media presence, personal programs, or collaborations.
- **Professional Support:** Recommend that athletes seek assistance from specialized IP law firms or national intellectual property offices to identify existing rights and obtain valuations. Provide examples of national IP organizations in partner countries (e.g., Hellenic Industrial Property





- Organisation in Greece, Department of Registrar of Companies and IP in Cyprus, Foundation of Science and Technology in Portugal).
- **Licensing Agreements:** Explain licensing as a legal contract where the IP owner allows another party to use their IP in exchange for financial or other compensation.

Note that licensing can be useful for athletes lacking capital to protect or promote their IP, providing a source of income. Warn that athletes with sufficient capital should consider full ownership to maximize potential earnings rather than licensing out their IP.

#### **Practical Examples for Teaching:**

- Show how an athlete might include their IP assets in a business plan to attract sponsors or investors.
- Present a case where an athlete's logo or training method was used as loan collateral.
- Discuss licensing agreements with examples of athletes who earn income by licensing their brand.

## 4.6 Teaching Guidelines for “Intellectual property rights management: national and international environment”

### 4.6.1 International Conventions for IP: How They Affect Athletes

**Objective:** Help athletes understand the key international agreements that protect intellectual property rights across borders and why these are critical for managing their image, brand, and creations globally.

#### **Key Points to Cover:**

- **Importance of International IP Rules:** Explain that athletes who want to protect and use their image, brand, or original ideas internationally must understand the basic international laws governing IPR. Stress that failure to comply with these laws can lead to legal action and loss of rights.
- **Overview of Main International Conventions:** Introduce the Paris Convention, Berne Convention, and TRIPS Agreement as the foundational IP treaties that define how trademarks, designs, and copyrights are protected between countries.



- **Paris Convention (1883):** Describe its key principles like national treatment (equal protection for nationals and foreigners) and the right of priority (time period to file IP in other countries after initial filing). Mention rules about patent independence, trademark registration, and industrial design protection.
- **Berne Convention (1886):** Explain that works from one member country automatically receive protection in others, without needing formalities. Note that minimum standards apply but some countries may offer more protection.
- **TRIPS Agreement (1995):** Explain its role in introducing IP law into global trade, setting minimum standards, enforcement principles, and dispute resolution mechanisms through WTO.
- **Additional Provisions:** Briefly mention WIPO's Digital Agenda addressing e-commerce challenges and the Patent Cooperation Treaty enabling simultaneous patent applications internationally.

#### **Practical Case Study: LeBron James and International IP Protection**

- Use LeBron James as an example of how international IP agreements allow athletes to protect their brand and original creations beyond their home country.
- Highlight his trademarks such as “Strive 4 Greatness,” “I Promise School,” and “More than an Athlete,” showing their commercial and social impact.
- Emphasize how managing IP internationally lets him control usage, build his identity, and shape his legacy on and off the court.

#### 4.6.2 How athletes can register their IPR — in their own country and abroad

**Objective:** To help athletes understand the basic procedures and options available for registering and protecting their intellectual property rights both nationally and internationally.

##### **Registering Patents and Utility Models**

- **Key Points:**
  - Registration is done through national offices (e.g., Hellenic Industrial Property Organisation in Greece, Department of Registrar of Companies and Intellectual Property in Cyprus, Portuguese Institute of Industrial Property in Portugal).
  - Applications must be accurate and complete, as mistakes can delay the process.



- The international system (PCT) facilitates simultaneous filing in multiple countries but does not create global patents.
- **Example:**  
An athlete who developed an innovative mobile app to monitor heart rate and performance patented the technology to secure exclusive rights for its use and commercial exploitation.

### Registering Brand Name or Logo (Trademarks)

- **Key Points:**
  - Registration is done at the relevant national offices, either online or on paper.
  - Athletes can protect their name, logo, or slogan.
  - International options include national registration, the Madrid Protocol (multi-country protection via WIPO), and the Community Trademark covering all EU countries.
- **Example:**  
A professional footballer registered his personal logo and name as trademarks, enabling him to launch a line of sports shoes and accessories without risk of imitation.

### Registering Designs

- **Key Points:**
  - Protection covers the visual appearance of products or equipment linked to the athlete's brand.
  - Applications are submitted through national IP offices, with design samples and proof of fee payment.
  - International protection in the EU is possible through the Community Design Regulation via the OHIM office.
- **Example:**  
A basketball team registered the unique design of their jerseys to prevent other companies from producing identical merchandise and to safeguard the club's identity.



#### 4.7 Teaching Guidelines for “Beyond the game: Understanding the global system that protects your IP”

**Objective:** To help athletes learn about the main international organizations that ensure their rights (such as their name, image, or creations) are protected when used or recognized outside their home countries.

In the world of intellectual property, there is an international system of organizations working together to provide this protection. Each has its own role:

- **WIPO:** Helps register patents, trademarks, and designs in multiple countries at once.
- **WTO:** Ensures that all countries follow the rules for international trade of intellectual property rights.
- **EPO:** Processes and approves patents for many European countries.
- **OHIM:** Registers trademarks and designs that are valid across all EU member states.
- **ICANN:** Manages website domain names (e.g., .com, .net) and resolves disputes related to them.

These organizations work together to make sure that every athlete’s creation and brand are protected not just nationally, but globally.

#### 4.8 Teaching Guidelines for “How IP works in each country — and why it matters for athletes”

##### **Key Points to Cover (with Examples):**

- **Country-Specific Legal Particularities:** Explain that each partner country has its own procedures and costs for IP registration.

*Example:* A Greek athlete wanting to register their logo in Portugal must follow the specific local process and pay the relevant fees.

- **Power of Attorney/Authorized Representatives:** Athletes can authorize their managers or agents to handle IP registration on their behalf, facilitating the process.

*Example:* An athlete frequently traveling delegates their manager to manage IP registration paperwork.

- **Legal Sanctions:** Emphasize that unauthorized use of IP rights is punishable by law.

*Example:* In Greece, unauthorized trademark use is punishable under Article 45 of Law 4679/2020.

- **Timely Renewal of Rights:** Stress the importance of renewing rights on time to avoid losing protection.



*Example:* An athlete who fails to renew their trademark within six months after expiration loses exclusive rights, allowing others to use the mark.

- **Cost Management:** Explain how athletes, especially those with limited resources, should prioritize which IP rights to register first.

*Example:* A young athlete might first register their personal name or logo and later expand to other IP assets.

### Trainer Tips with Examples:

- **Country-Specific Legal Particularities:** Explain with practical examples how procedures and costs vary between countries and what this means for athletes.  
*Example:* An athlete based in Cyprus seeking to register a trademark in Greece.
- **Power of Attorney:** Recommend using authorized representatives like managers for easier handling of IP matters.
- **Legal Protection and Sanctions:** Provide examples of criminal and civil penalties so athletes grasp the seriousness of unauthorized use.
- **Renewal of Rights:** Highlight real-life cases where failure to renew IP rights caused loss of protection."
- **Cost Management:** Guide athletes on how to evaluate costs and prioritize registrations.

### Key Cost Comparisons for Trainers to Highlight:

- Renewal fees for trademarks in Portugal (215€ for 10 years) are significantly higher than in Greece (90-110€ annually) and Cyprus (73-75€ annually)
- Filing fees for patents in Cyprus (191€) are higher than in Greece (50€) and Portugal (107.51-143.34€)
- Utility model filing fees in Portugal (107.51€ online) are roughly double those in Greece (50€) and Cyprus (N/A)
- Renewal grace periods and penalties differ: Greece and Cyprus allow a 6-month grace with added fees; Portugal may immediately lose protection if fees aren't paid.
- These points help athletes understand where costs may be higher and why timely renewals and budget planning are essential.



## 4.9 Teaching Guidelines for “Case studies, challenges and tips for athletes”

### 4.9.1 Case studies

In all case studies, after presenting the situation, try to connect theory with practice. Encourage participants to think and discuss the topic.

At the end, mention the theoretical connections if they are unable to identify them after being prompted.

### CONNECTION TO THEORY FOR THE CASE OF MICHAEL JORDAN

#### (THE JUMPMAN LOGO):

##### **a) Types of Intellectual Property – Copyrights**

- Copyrights protect creative and artistic works such as photographs, videos, music, texts, and more.
- In this case, the photograph of Michael Jordan is a copyrighted work owned by the photographer.
- The lawful use, modification, and licensing of this photograph determine how the work can be exploited and protected.

##### **Relation to the case:**

- The dispute between the photographer and Nike revolves around copyright protection.
- Nike made subtle changes to the image to avoid legal liability, highlighting the importance of understanding the limits and permissible uses of copyrighted works.

##### **b) Exploit Intellectual Assets – Licensing and Use**

- Exploiting intellectual property includes licensing, selling, or other commercial uses of IP.
- Athletes and their managing companies must adopt strategies to both protect their rights and commercially exploit their creative works.
- Careful management of IP, such as modifying works or timely registration, can prevent legal disputes.



**Relation to the case:**

- Nike's modification of the image was an attempt to secure legal safety and commercial exploitation without obstacles.
- This example illustrates the importance of strategic IP management, not only for protection but also for maximizing commercial value.

**Summary:**

The **Michael Jordan (Jumpman Logo)** case is a prime example demonstrating how copyright functions in practice and how proper exploitation strategies can prevent legal issues and enhance the commercial worth of a brand or work.

This connection helps trainers make the theory more tangible and encourages discussion on practical applications of IP in sports.

**CONNECTION TO THEORY FOR THE CASE OF MICHAEL JORDAN**

**(QIAODAN SPORTS LEGAL BATTLE):**

**a) Intellectual Property Types – Trademarks:**

- Trademarks protect names, logos, slogans, and other marks that distinguish products and services.
- Proper and timely registration ensures exclusive usage rights.
- In this case, delayed or insufficient trademark registration by Michael Jordan in China allowed a competitor (Qiaodan Sports) to register similar marks.
- Highlights the need for proactive and comprehensive registration of key personal brand elements.

**b) Registering Your Brand Name or Logo:**

- Trademark registration occurs at national and international levels through specific processes.
- Different countries have different procedures and deadlines.
- Failure to comply or delays can lead to loss of rights.
- In this case, Nike's attempt to register trademarks in China was rejected due to prior filings by Qiaodan Sports.



- Emphasizes the importance for athletes to actively monitor and act quickly, especially in markets with different legal frameworks.

#### **Summary:**

- The case demonstrates the importance of timely and proper trademark registration internationally.
- Proactive action and continuous monitoring protect athletes' personal brands.
- Delay or negligence can lead to legal disputes and loss of control over rights.

### **CONNECTION TO THEORY FOR THE CASE OF SERENA WILLIAMS**

#### **(COPYRIGHT STRATEGY):**

##### **a) Intellectual Property Types – Copyrights:**

- Copyright protects creative and artistic works such as videos, music, books, and digital content.
- Effective and timely copyright filings secure exclusive rights to use, reproduce, and distribute content.
- Serena Williams' quick and strategic filings prevented serious threats to her creative works.
- Demonstrates the power of copyrights in safeguarding an athlete's original content.

##### **b) Registering Your Brand Name or Logo:**

- Filing for copyright protection requires understanding of national and international registration procedures.
- Proper registration ensures legal enforceability and deters unauthorized use.
- Serena's case shows the benefits of efficient registration processes in protecting both personal brand and creative assets.
- Her proactive approach also empowers others, highlighting the broader impact of strong IPR management.

#### **Summary:**

- Serena Williams' case illustrates how awareness and fast action in filing copyrights protect valuable creative works.





- Proper copyright registration not only safeguards the athlete's interests but can also inspire and empower wider communities.
- Timely filings are crucial for preventing infringement and promoting long-term brand growth.

## CONNECTION TO THEORY FOR THE CASE OF USAIN BOLT

### (VICTORY POSE):

- Intellectual Property Types – Trademarks:**  
Registering his signature victory pose as a trademark demonstrates how elements not covered by copyright can be protected through trademarks, ensuring legal protection.
- Registering Your Brand Name or Logo:**  
This case highlights the importance of timely and proper registration, especially for unique and recognizable elements of an athlete's personal brand, both nationally and internationally.
- Exploit Intellectual Assets – Trademark Usage:**  
Using the victory pose as a trademark exemplifies strategic exploitation of intellectual property rights for commercial purposes, creating new revenue streams.

### Summary:

Usain Bolt's case underscores the importance of creativity and knowledge about different forms of intellectual property protection. While poses are not copyrightable, trademark registration offers significant legal security and commercial opportunities.

## CONNECTION TO THEORY FOR THE CASE OF KYLIAN MBAPPE

### (CELEBRATION):

- Intellectual Property Types – Trademarks:**  
Trademarking his signature celebration and initials shows how athletes can protect unique personal branding elements.
- Registering Your Brand Name or Logo:**  
Demonstrates the importance of filing trademarks to secure exclusive rights and prevent unauthorized use.



**c. Exploit Intellectual Assets – Trademark Usage:**

Using trademarks strategically to build and commercialize a personal brand beyond athletic performance.

**d. Exploit Intellectual Assets – Licensing and Use:**

Trademark ownership facilitates business ventures, sponsorships, and licensing opportunities, increasing revenue streams.

**Summary:**

Mbappe's proactive trademark filings highlight the power of personal brand protection in sports, enabling expansion into various commercial ventures and reinforcing the value of intellectual property knowledge.

**CONNECTION TO THEORY FOR THE CASE OF TOM BRADY**

**(TOM TERRIFIC):**

**a. Intellectual Property Types – Trademarks:**

Filing multiple trademarks related to his likeness demonstrates the importance of trademark protection for an athlete's brand.

**b. Registering Your Brand Name or Logo:**

Highlights the need for thorough prior research before trademark application to avoid conflicts with existing rights.

**c. Legal Challenges and Trademark Disputes:**

Illustrates how prior claims to similar trademarks can block new applications, emphasizing the importance of careful trademark clearance.

**d. Exploit Intellectual Assets – Brand Management:**

Managing trademarks carefully can secure lucrative opportunities, but failure in due diligence can lead to denied protection and lost revenue.

**Summary:**

Tom Brady's experience shows the critical role of detailed trademark research and legal awareness before filing applications, safeguarding both brand value and financial gains.



## CONNECTION TO THEORY FOR THE CASE OF RONDA ROUSEY

### (FOCUS ON PRIVACY):

**a. Intellectual Property Types – Trademarks and Copyrights:**

Rousey’s prior aggressive trademarking reflects how athletes can monetize their IP assets.

**b. Balancing Privacy and Publicity:**

Highlights the delicate balance athletes must manage between protecting IP and maintaining personal privacy, as public exposure may increase with aggressive IP enforcement.

**c. Strategic IP Management:**

Emphasizes the importance of carefully deciding the extent of IP protection to align with personal circumstances and public image.

**d. Legal and Social Implications of IP Enforcement:**

Shows how overzealous IP protection can affect public perception and personal life, which athletes need to consider in their IP strategy.

**Summary:**

Rousey’s case illustrates that athletes must thoughtfully evaluate how vigorously they pursue IP rights, balancing commercial interests with privacy and public image concerns.

## CONNECTION TO THEORY FOR THE CASE OF LEBRON JAMES

### (FOCUS ON SOCIAL ACTIVISM AND INCLUSIVITY):

**a. Intellectual Property Types – Trademarks:**

LeBron’s trademarks like “Strive 4 Greatness” and “More than an Athlete” demonstrate how trademarks protect slogans and branding elements that carry social messages.

**b. Using IP Beyond Commercial Gain:**

Shows how intellectual property can be leveraged not just for financial benefit, but also to promote social causes and influence public discourse.

**c. Brand Identity and Legacy Building:**

Illustrates the role of IP in shaping and sustaining an athlete’s personal brand and social impact over time.



**d. Strategic Use of IP for Activism:**

Demonstrates how athletes can consciously design and protect IP to align with their values and public image, expanding their influence beyond sports.

**Summary:**

LeBron James exemplifies how effective IP protection can empower athletes to extend their impact into social activism and community empowerment, proving that intellectual property rights can serve broader purposes than mere commercial success.

**CONNECTION TO THEORY FOR THE CASE OF PAT RILEY**

**(3-PEAT):**

**a. Intellectual Property Types – Trademarks:**

The term “three-peat” is an example of registering a slogan as a trademark, which protects the phrase from unauthorized use.

**b. Commercial Exploitation of IP:**

This case shows how IP registration can generate long-term financial benefits, even if the immediate use of the phrase fails (the Lakers did not win the third consecutive championship at that time).

**c. Strategic IP Management:**

It highlights the importance of anticipating and leveraging future opportunities where IP rights can bring significant revenue, including from third parties.

**d. Branding and Legacy:**

The case demonstrates how IP rights contribute to building and maintaining an athlete’s or organization’s legacy.

**Summary:**

Pat Riley’s case proves that smart intellectual property management can turn an apparent failure into long-term success, generating significant financial returns and securing lasting value for the IP.



## CONNECTION TO THEORY FOR THE CASE OF SHAQUILLE O'NEAL

### (SHAQTUS DISPUTE):

#### **a. Intellectual Property Types – Trademarks:**

The “Shaqtus” case illustrates the importance of timely trademark registration to secure exclusive rights over unique brand elements.

#### **b. Protection and Enforcement of IP Rights:**

The legal battle demonstrates how enforcing IP rights through litigation can reclaim unauthorized use and prevent exploitation.

#### **c. Commercial Exploitation and Brand Management:**

The case highlights how an athlete’s image and associated trademarks serve as valuable commercial assets, generating revenue beyond their active sports career.

#### **d. Challenges of IP in Sports:**

This example underscores common challenges athletes face with third parties attempting to capitalize on their brand without permission.

#### **Summary:**

Shaquille O’Neal’s “Shaqtus” trademark dispute shows that protecting and actively enforcing intellectual property rights is crucial for athletes to maintain control over their personal brand and maximize its commercial potential.

## CONNECTION TO THEORY FOR THE CASE OF LANCE ARMSTRONG

### (LIVESTRONG):

#### **a. Intellectual Property Types – Trademarks:**

Trademarking the “Livestrong” brand illustrates how trademarks protect the unique identity of a brand and ensure exclusive use.

#### **b. Brand Legacy and Longevity:**

The case shows how a well-managed trademark can create lasting value that endures beyond the athlete’s active career or personal controversies.

#### **c. Commercial Exploitation and Social Impact:**

The “Livestrong” brand became not only a commercial success but also a powerful symbol supporting social causes, demonstrating the broader potential of IP.

#### **d. Challenges and Risks in IP Management:**

Despite Armstrong’s personal scandals, the trademark maintained its



strength, highlighting the resilience that can be built through proper IP management.

**Summary:**

Lance Armstrong’s “Livestrong” case underscores that trademark protection can preserve and extend the value and influence of an athlete’s brand beyond their sporting life and personal setbacks, providing lasting benefits for both commercial and philanthropic endeavors.

### CONNECTION TO THEORY FOR THE CASE OF ROBERT GRIFFIN III

#### (EARLY TRADEMARKING):

**a. Intellectual Property Types – Trademarks:**

Early registration of trademarks secures exclusive rights to personal branding elements like slogans and catchphrases, protecting them from unauthorized use.

**b. Importance of Proactive IP Protection:**

Griffin’s decision to file trademarks early demonstrates foresight in safeguarding intellectual property, even if the athlete’s career trajectory is uncertain.

**c. Risk Management:**

Maintaining trademark rights helps prevent exploitation by others, ensuring control over one’s brand regardless of career outcome.

**d. Cost-Benefit Considerations:**

While some trademarks may lapse, the initial protection provides legal leverage and security that outweighs potential costs.

**Summary:**

Robert Griffin III’s case highlights the strategic advantage of early trademark registration as a preventative measure against unauthorized use and as a form of brand risk management, underscoring the value of proactive IP protection even for athletes with uncertain careers.



## CONNECTION TO THEORY FOR THE CASE OF GIANNIS ANTETOKOUNMPO

### (RISKS OF TRADEMARK PROTECTION):

#### **a. Intellectual Property Types – Trademarks:**

Filing infringement lawsuits enforces an athlete's exclusive rights to their name and likeness, protecting against unauthorized commercial use.

#### **b. Enforcement and Litigation Challenges:**

While legal action is essential for protecting IP, it can lead to reputational risks if perceived as overly aggressive, especially in cases involving fans or small-scale use.

#### **c. Balancing Public Image and IP Protection:**

Athletes must carefully consider the social impact of their IP enforcement strategies to avoid backlash and maintain positive public relations.

#### **d. Social Media and Modern IP Risks:**

The digital environment increases IP exposure and potential conflicts, making it crucial to monitor unauthorized use while managing community perception.

#### **Summary:**

Giannis Antetokounmpo's case illustrates the delicate balance athletes must maintain between vigorously protecting their trademarks and managing public perception. It highlights the importance of strategic IP enforcement that safeguards rights without alienating fans or damaging reputation.

### 4.9.2 Challenges with IPR

#### **Purpose of the Section**

To help trainers understand the main challenges athletes face when managing and protecting their intellectual property rights (IPR), so they can convey this knowledge practically and prepare athletes for potential obstacles.

#### **Key Points for Trainers to Cover (with Examples)**

##### **Lack of Awareness**

- Explanation: Many athletes are unaware of the various forms of IP protection and lack full understanding of legal procedures.
- Example: An athlete who doesn't know how to register their personal logo or slogan, resulting in losing it to third parties.

##### **Unauthorized Use of Name and Likeness**

- Explanation: Use of an athlete's name or image by third parties without permission, leading to legal and financial issues.



- Example: The Jordan vs Qiaodan Sports case, where third parties registered trademarks similar to Jordan's brand.

### **Contractual Issues**

- Explanation: Contracts with teams, sponsors, or others that restrict or undermine IP rights due to lack of proper review before signing.
- Example: An athlete signing a contract that hands over control of their name's use to third parties.

### **Delay in Registration**

- Explanation: Delaying the registration of IP leaves it vulnerable to misuse or infringement.
- Example: The Shaquille O'Neal "Shaqtus" trademark dispute.

### **International Protection Issues**

- Explanation: Difficulties in filing and protecting IPR across multiple countries due to differing laws and regulations.
- Example: An athlete competing and marketing in different countries who must understand the legal particularities of each.

### **Social Media Challenges**

- Explanation: IP violations occurring via social networks, sometimes leading to negative public reactions if addressed aggressively.
- Example: Giannis Antetokounmpo's strong response to IP infringement and the resulting fan backlash.

### **Balancing Privacy and Publicity**

- Explanation: The challenge for famous athletes to protect their IP without compromising personal privacy, and vice versa.
- Example: Ronda Rousey choosing to tone down her IP enforcement to protect her privacy.

### **Technological Evolution**

- Explanation: New forms of IP emerging from technology advancements like digital content, virtual reality, and e-sports.
- Example: Creation and protection of digital training programs or VR content.

### **Infringement and Piracy**

- Explanation: Unauthorized use of IP for commercial exploitation.





- Example: Mass counterfeiting of Jordan brand products.

#### Protection of Trade Secrets

- Explanation: Maintaining confidentiality of strategies, training methods, or business practices.
- Example: A coach safeguarding their unique training program.

#### Enforcement and Litigation Costs

- Explanation: Legal enforcement and litigation expenses can be prohibitively high, especially for lesser-known athletes.
- Example: An athlete with limited resources struggling to cover legal fees in IP infringement cases.

#### 4.9.3 IPR Management Tips for Athletes

##### Purpose of the Section

To equip trainers with practical guidance so they can help athletes adopt best practices to avoid challenges related to intellectual property rights (IPR) protection and management.

##### Key Points for Trainers to Cover (with Examples)

- **Educate Yourself** Athletes must thoroughly understand IPR concepts, intricacies, and legislation to prevent exploitation of their intellectual property. This knowledge also reduces costs by minimizing reliance on external help. *Example:* Usain Bolt's proactive approach to understanding and registering his IPR.
- **Consult with Legal Professionals** Encourage athletes to collaborate with experienced legal advisors who can monitor their IP and prevent brand misuse, especially in complex international contexts. *Example:* Athletes using specialized IP law firms for international trademark registration.
- **Register Trademarks and Logos** Stress the importance of protecting core brand elements linked to professional identity, such as names, logos, and slogans. *Example:* Usain Bolt and Kylian Mbappe securing trademarks for their personal brands.
- **Protect Your Personal Brand** Remind athletes to safeguard all elements of their brand including name, likeness, and catchphrases to prevent unauthorized exploitation.



•  
*Example:* Serena Williams and Robert Griffin III actively protecting their personal brand assets.

- **Copyright Your Creative Works** Athletes should be diligent in registering copyrights for creative content (videos, books, music, photos) that could underpin business ventures beyond sport.
- **Use Licensing Agreements** For athletes with limited capital, licensing IP rights can provide revenue without the upfront costs of full protection, but attention must be paid to contract details.
- **Monitor Your IPRs and Enforce Protection** Highlight the necessity of vigilant IP monitoring, especially on social media and e-commerce platforms, while balancing enforcement to avoid negative public reactions.  
*Example:* Giannis Antetokounmpo's experience with fan backlash after IP enforcement.
- **Include IP Provisions in Contracts** Explain the importance of clearly defining IP ownership and management in contracts with teams, sponsors, and partners to avoid disputes. *Example:* Lance Armstrong's Livestrong brand IP management through contracts.
- **Maintain a Consistent Brand** Advise athletes to keep their branding coherent and recognizable, possibly through a branding style guide, to strengthen public association.
- **Stay Informed on Industry Trends** Encourage awareness of technological and market developments that create new IP opportunities and risks.  
*Example:* Serena Williams' adaptation to evolving digital content landscapes.
- **Build a Strong Support System** Stress the value of a trusted network of legal, marketing, business, and personal advisors to navigate the complexities of publicity and privacy.
- **Innovate**  
Innovation drives new income streams and long-term career sustainability. Athletes should embrace creativity in products, services, and marketing to leave a lasting impact.*Example:* Using data analytics and sports technology innovations for talent scouting and training.



## 5 FREQUENTLY ASKED QUESTIONS (FAQ) FOR TRAINERS

This Frequently Asked Questions (FAQ) section is designed to support trainers in delivering effective and confident instruction on Intellectual Property Rights (IPR) to athletes. These questions reflect common queries that trainers themselves may have, as well as questions they are likely to receive from their trainees during seminars or workshops.

By preparing answers to these key points, trainers can better facilitate discussions, clarify complex topics, and anticipate areas where athletes may need additional guidance. This will enhance the learning experience and empower athletes to understand and protect their intellectual property effectively.

Use this FAQ as a practical resource during your training sessions, adapting responses to suit the specific needs and backgrounds of your audience.

**1. What are Intellectual Property Rights (IPR)?** Intellectual Property Rights are legal rights that protect creations of the mind, such as innovations (patents), trademarks (logos, names), copyrights (books, music, videos), and trade secrets. For example, registering an athlete's personal logo or an innovative training tool is a way to protect and manage their value.

**2. Why are IPR important for athletes?** Athletes have a personal brand that includes their name, image, slogans, and products associated with them. IPR allow them to control and profit from the use of these elements. For instance, Michael Jordan's brand "Jordan" generates significant income through careful trademark protection.

**3. How can I help athletes understand the importance of IPR?** Use real-life examples and athlete stories, like Serena Williams' quick copyright filings to maintain control. Link theory with practical applications and case studies to make the topic relatable and clear.

**4. What is the process for registering trademarks or patents?** Registration happens through national and international intellectual property offices. For example, an athlete in Greece can register their trademark at the Hellenic Industrial Property Organisation. The process includes application submission, fee payment, and validity checks.

**5. What if athletes have limited financial resources for IP registration?** Advise them to focus on protecting their most critical assets first, like their personal name or logo, and consider licensing options to generate income without large upfront costs.

**6. How to handle IP infringement on social media?** Emphasize the need for continuous monitoring and quick legal action with professional support. For example,



Giannis Antetokounmpo's team acted decisively against unauthorized use of his image online.

**7. What should athletes watch out for in contracts?** Athletes should look for clauses clarifying IP ownership and management. Without careful review, they may inadvertently grant rights to third parties, losing control over their brand.

**8. How important is timely renewal of IP rights?** Failure to renew can lead to loss of protection, allowing others to use the IP without permission. In Greece and Cyprus, there is a 6-month grace period with extra fees, after which protection is lost.

**9. How should athletes adjust IP protection during their career?** IP protection should evolve with the athlete's career and business ventures, such as expanding protected products or entering new markets.

**10. What is the connection between innovation and IPR for athletes?** Innovation like new products or digital content creates new opportunities to protect and commercially exploit IP. For example, an athlete developing and patenting a new training method.

**11. What role does international law play in IP protection?** International agreements like the Berne or Paris Conventions allow athletes to protect their rights beyond their home country, essential for internationally active athletes.

**12. How can trainers encourage athletes to actively protect their IP?** By emphasizing the value of their personal brand and financial benefits, and by involving them in practical exercises that foster active participation.

**13. What should trainers know about technological advancements and digital protection?** Stay updated on new types of IP (e.g., NFTs, digital products) and educate athletes on protecting their digital assets.

**14. Is there a difference between copyrights and trademarks that should be emphasized?**

Yes, copyrights protect creative works (music, videos), while trademarks protect identity elements (names, logos).

**15. How to balance IPR protection with privacy concerns?** Help athletes understand that excessive protection can limit freedom and public image, while insufficient protection risks exploitation. For example, Ronda Rousey chose to limit aggressive IP protection to safeguard her privacy.