

WORLD INTELLECTUAL PROPERTY DAY

WORKSHOP ON IP AND SPORTS – 26TH APRIL 2019

World Intellectual Property Day is observed annually on 26 April. The event was established by the World Intellectual Property Organization (WIPO) in 2000 to "raise awareness of how patents, copyright, trademarks and designs impact on daily life" and "to celebrate creativity, and the contribution made by creators and innovators to the development of societies across the globe". 26 April was chosen as the date for World Intellectual Property Day because it coincides with the date on which the Convention Establishing the World Intellectual Property Organization entered into force in 1970.

This year's World Intellectual Property Day campaign – **Reach for Gold** – takes a closer look inside the world of sports. It explores how innovation, creativity and the IP rights that encourage and protect them support the development of sport and its enjoyment around the world.

The universal values of sports encompass – excellence, respect and fair play – power their global appeal. Today, thanks to advances in broadcasting and communications technologies, anyone, anywhere, can follow sporting action around the clock, tracking the performances of their favorite athletes and teams without leaving home.

Sports have become a multi-billion dollar global industry – one that generates investment in facilities (from sports stadia to broadcasting networks), employs millions of people around the world, and entertains many more.

Business relationships built on IP rights help to secure the economic value of sports. This, in turn, stimulates growth of the industry by enabling sporting organizations to finance.

- how sports businesses use patents and designs to foster the development of new sports technologies, materials, training, and equipment to help improve athletic performance and engage fans worldwide.
- how trademarks and branding maximize commercial revenue from sponsorship, merchandising and licensing agreements.
- how sports personalities are able to generate earnings from sponsorship deals with brand owners and by leveraging their own brands as athletes.
- how broadcasting rights underpin the relationship between sport and television and other media that bring fans ever closer to sporting action.

TIME: 11 AM TO 01:00 PM

VENUE: MAHARASHTRA NATIONAL LAW UNIVERSITY MUMBAI, 2ND FLOOR, CONFERENCE HALL

Limited seats available. To register, write to sajid@mnlumumbai.edu.in or call +91 9550965275

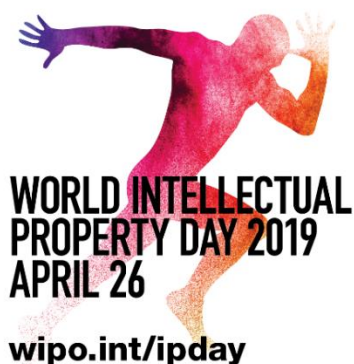
SPEAKERS



VANDITTA MALHOTRA HEGDE
FOUNDING & MANAGING
PARTNER, SINGH & SINGH
MALHOTRA & HEDGE



ABHA SHAH
PARTNER, NAIK NAIK & CO.



CONVENER

Mr. Sajid Sheikh