



APRIL 26  
**REACH  
FOR GOLD**  
**IP AND SPORTS**  
WORLD INTELLECTUAL PROPERTY DAY  
**2019**



#worldipday  
[wipo.int/ipday](http://wipo.int/ipday)  
[youtube.com/wipo](https://youtube.com/wipo)





**Every April 26, we celebrate World Intellectual Property Day.**

**This year's World Intellectual Property Day campaign – "Reach for Gold: IP and Sports" – takes a closer look inside the world of sports**

Sports have gained a great importance in society. Sports encompass excellence and mutual respect in fair play being the universal values that power their global appeal.

Sports have become an important branch of economy which attracts significant financial resources and a large amount of workforce. Today the production of sports equipment, sportswear and attributes is a significant sector of industry. Sports events activity provides the development of economic sectors directly or indirectly related to the field of sports.

The economic value of sport is affirmed by business relations based on the IP rights.

When utilizing IP rights, sports organizations and other right holders face the need to protect these rights. Utilization of the IP rights in the field of sports is one of the main sources of sporting activity financing which enables the development of sports infrastructure, the development of a system of athletes training and the creation of appropriate training conditions to get top score results.

Ukrainian athletes who soar to new heights make compatriots feel joy and pride. So, it's essential to support their initiatives and provide all opportunities for upbringing future champions.



Our presentation is dedicated to marks for goods and services being one of the most widely used IP right in the world of sports.

Names, logos and other symbols of sports teams and clubs, athletic training centers, great sporting events as well as specific elements of the personality rights of athletes can be registered as marks for goods and services.

In sports like in other business fields, marks for goods and services correspond to special qualities that attract fans. This in turn drives companies' revenue to invest in talented persons or to develop infrastructure.





According to expert opinion, today the intellectual property right in sports is developed most of all in the field of team sports.

The most valuable assets of a sports team are its name, logo and other defining characteristics that enable the public to recognize a particular team. To be able to protect one's rights to such marks, professional sports teams register them accordingly (in most cases as marks for goods and services) and create a team brand (a mark for goods and services with a long-term image).

This is due to the fact that the economic activity of sports organizations is diverse and includes not only the sports service but others, in particular trading specific sports accessories. Therefore, to maintain commercial and financial interests the sports clubs have to protect their IP rights. The market price of such kind of goods is rather due to their net cost than to the reputation of the sports team. As a rule, each professional sports club has registered marks for goods and services.

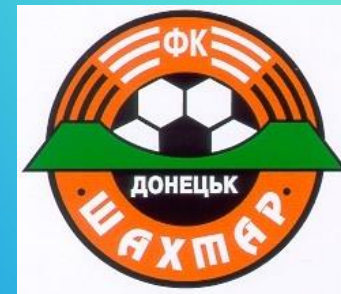
There are world-famous brands of football clubs in Ukraine:



Футбольний клуб  
"Динамо" Київ



**ФК ШАХТЕР**







Well-known basketball teams have registered marks for goods and services:



Here are the marks for goods and services of some hockey teams:





In 2018, thousands of fans cheered with pride for the Ukrainian National Team with the recognizable logo.

The team trained by Andrii Shevchenko won the group match in the Nations League competing against the teams from Czech Republic and Slovakia. The Ukrainian National Team has joined Division A, and as a part of it, will play against the strongest European teams in the second season of the Nations League which starts in September 2020.





Sports clubs have the right to register their logos as marks for goods and services as well as individual athletes have the right to register their names and images. It gives them the opportunity to individualize themselves, to popularize the sports they go in for, and, of course, to exploit their popularity and involve tangible assets. Many popular athletes have personal agreements with well-known companies.

Today, it's no surprise to see a famous athlete advertising a certain product or service. However, the latest trend among athletes is to create their own brand. One person, based on personal sporting experience, creates training programs, someone starts to manufacture sporting equipment, and someone takes part in the development of a clothing, footwear or accessories collection.

In 2018, the names of well-known athletes were recorded in the State Register of Certificates of Ukraine for Marks for Goods and Services. The names were registered as brands, in particular, by athletes whose achievements were recognized as the principle sporting wins of 2018.



Last year a boxer **Oleksandr Usyk** succeeded in winning all belts in four major versions (WBA, WBC, IBF, WBO) becoming the overall World Heavyweight (up to 90.7 kg) Champion. The wins over Briedis and Gassiev made the Ukrainian the only current overall World Champion. Usyk also defended his titles in the bout against Tony Bellew. Currently Oleksandr has two registered marks for goods and services.

**УСІК**


**USYK**

In December 2017, the champion presented the USYK17 brand under which sportswear and casual clothes are available. The champion himself says: "USYK17 is a brand with a very important mission: to inspire victories!

A boxer **Oleksandr Hvozdyk** who won the WBC World Light Heavyweight Champion title (up to 79.4 kg) in 2018 and became the fourth current World Champion from Ukraine, also has a registered mark for goods and services. Last year Oleksandr registered his nickname.







Since 2012, a boxer **Vasyl Lomachenko** who set a world record in 2018 and became the World Champion in the third weight category (up to 61.2 kg) after 12 bouts within five years, has had his own registered mark for goods and services. He has become the holder both the WBA and WBO champion belts. The Ukrainian effectively knocked out Great Britain's Anthony Croll in the fourth round and defended his champion titles on April 12, in Los Angeles (USA).

**LOMACHENKO**



Vasyl Lomachenko has partnership contracts with companies manufacturing sportswear, footwear and accessories – Under Armor and Reebok. In 2018, the champion launched his own brand name for professional sports and fitness goods.

The Ukrainian weight-lifter, the Olympic champion, the prize winner of the World Championship and European Championships in weightlifting, the participant of two Olympic Games, **Oleksii Torokhtii** also has the slogan brand name.

It all started just with T-shirts and straps which are often used in the course of training. Now the assortment is expanding to clothing and accessories. The seminars are already held under this brand name. Oleksii also has online training programs.







The final part of the 2012 European Football Championship in Ukraine and Poland became a remarkable example of the IP creation for the identification of the sporting event. Euro 2012 was a sporting competition which had a phenomenal interest among fans and business structures.

Taking into account the considerable expenses, UEFA could not organize a tournament without the commercial partners' assistance. Their contribution was awarded with an exclusive opportunity to associate themselves with the competition, in particular, to use official marks for promoting and advertising their goods and services.

On the occasion of the UEFA EURO 2012, UEFA created a significant number of IP rights: word marks, names, slogans, emblems, symbols, talismans. They were used for advertising the UEFA EURO 2012 as well as for holding the final tournament and other events. Such IP ownership belonged to UEFA and its commercial partners.

Sometimes, when large-scale international sports events are held additional normative legal acts are adopted to regulate the relations arising from the acquisition of intellectual property rights and the enforcement of these rights. For example, the Verkhovna Rada of Ukraine adopted the Law of Ukraine No. 962-V of April 19, 2007 "On the organization and holding of the final part of the 2012 European Football Championship in Ukraine". Article 9 was devoted to IP.



## Logotype and Talismans

In total, in Ukraine on the occasion of the UEFA EURO 2012, on behalf of UEFA 18 marks for goods and services were registered as well as 52 international registrations of marks for goods and services were filed. Ukraine was designated for these marks and registrations. Here are some examples.



## Slogan, Volunteers Logotype, the Cup image

Творимо історію разом







In 2017, the Ukrpatent Automated Database of Intellectual Property of UEFA and its Commercial Partners was replenished with two additional marks for goods and services. The logos for the finals of the UEFA Champions League and the UEFA Women's Champions League for the 2017/2018 season were registered in Ukraine.







The authority of the leading sports clubs, sports events and certain athletes' performances draws the interest of the well-known firms to the conclusion of mutually beneficial sponsorship contracts.

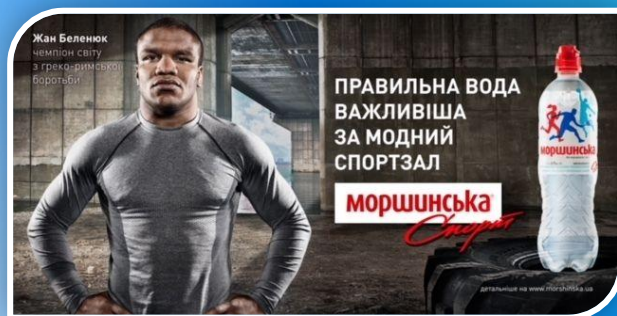
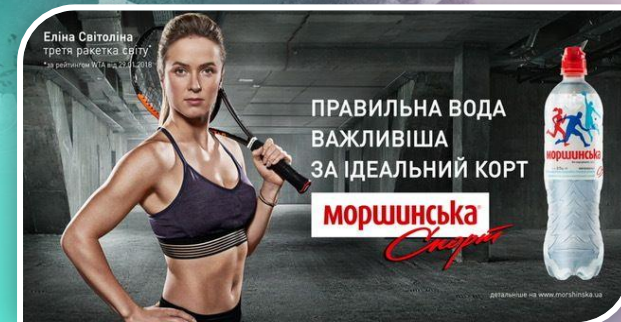
Sponsorship means to support an event, a person or an organization financially or by providing goods and services in exchange for the name promotion, the mark or the product distribution. Mostly, in advertising, we see the exact mark for goods and services of the sponsor company.

The mark for goods and services Morshynska ("Моршинська") often appears during different sports events. In particular, Morshynska was a sponsor of the Seni Cup football tournament in 2012 and 2013, partner of the squad tournament of the Ukrainian Cup in 2018. Since 2015, Morshynska has been the official partner of the Dynamo Football Club (Kyiv) and has become the official drink for the Dynamo.

Famous companies often attract well-known athletes for advertising their goods. So, in February 2018, the national program "Morshynska Sport – THE FIRST RULE OF TRAINING" started. The Ukrainian world class athletes took part in the brand advertising.



Elina Svitolina is the third racket of the world by the WTA rating. She is an athlete who achieved the highest recognition in the history of the Ukrainian tennis.



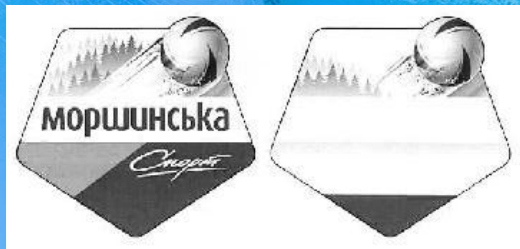
Zhan Beleniuk is an Olympic prize winner, a world champion in Greco-Roman wrestling.

Olha Kharlan is an Olympic champion, five-time and seven-time Europe champion in fencing.

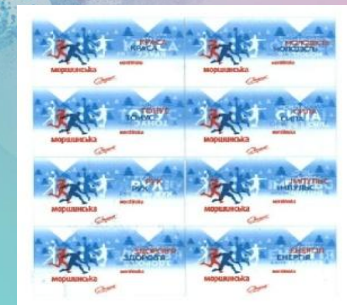


According to the organizers, the program is aimed at inspiring Ukrainians to be engaged in sports and physical culture.





The private joint-stock company the  
Morshyn Mineral Water Plant OSCAR  
holds six marks for goods and services  
**Morshynska Sport,**  
five of which were registered last year.







The mark for goods and services of the Epicenter Company is also presented while holding various sports events. For almost five years, the hypermarkets chain was the title sponsor of the Ukrainian Football Championship among the Premier League clubs. In 2012 – 2014, it was the title sponsor of the Ukraine National Football Team. During Euro-2012 Epicenter became the first national sponsor of the championship in Ukraine.

Sports complexes for weightlifters with the Epicenter mark ("Епіцентр") are built in five cities of Ukraine – Horodok, Khmelnytskyi, Slavuta, Pluzhnyi, Kamianets-Podilskyi. The company invests in the talented sports youth, which proudly presents the country on the international sports stage. The Epicenter Sports Complex is a place for training the Ukrainian youth teams in weightlifting. The trainees of the Epicenter Sports Club became the winners of the XXX Summer Olympic Games that took place in London. A boxer Oleksandr Hvozdyk won a bronze medal. A weightlifter Oleksii Torokhtii and a boxer Oleksandr Usyk won the gold for the country.

Sports complexes are equipped with modern professional weightlifting equipment and gradually become a high-prestige place for training weightlifters in Ukraine and around the world. As for today, the Epicenter mark for goods and services is familiar to the top athletes from Uzbekistan, Israel, Latvia, Estonia, who arrive at the training camps of these sports complexes. In May the arrival of weightlifters from Colombia is planned.

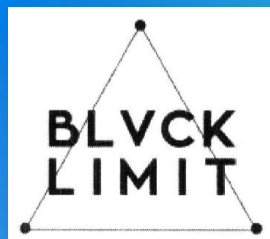


Marks for goods and services belonging to sponsors and partners are placed on sports arenas, equipment and athletes' uniforms. So, recently while watching the Biathlon World Championships, held in Östersund, Sweden, we could see a large number of marks for goods and services belonging to companies that supported the championship itself and particular representative teams.

Dmytro Pidruchnyi, the Ukrainian champion going for gold in the race for the 12.5 km pursuit, was supported particularly by the First Private Brewery, the TAK Group of Companies, the Ukrainian Capital Bank. The athlete suit and a rifle were adorned by the marks for goods and services of these companies.








A fine uniform, which needs to be made combat debut, is an additional and very effective motivation for sporting wins. Especially, pleasant is the fact that from now this uniform can be purchased from the Ukrainian manufacturers. It successfully competes even with world brands, both in quality and design.

Applying the original mark to its product, the manufacturer individualizes this product, distinguishes it between other manufacturers similar products, advertises it, makes it easy for buyers to find it in the relevant market and thus assists in promotion of this product in the circle of the customers target audience.

Over the past few years, marks for goods and services of the Ukrainian sportswear manufacturers have been registered and successfully used on the market.





One of the means to win is good-quality sports equipment providing opportunities for better results. Today, a lot of gyms are equipped with the Ukrainian fitness equipment that has earned trust in the sports industry.

There are several big producers of good-quality exercise machines in Ukraine that are competitive at the sports market and need to protect their IP.

Trademarks of the InterAtletika Concern, VASIL (former plant in Dnipro), VADZAARI companies are known within and outside Ukraine.



**In view of this, the use of trademarks as IP rights makes it possible for companies and individual athletes to promote their reputation and distinguish themselves among competitors at the market i.e. to get bigger remunerations and use them to cover costs for sport events organization. So, to sum up, IP rights protection is a powerful instrument for sports development.**



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