

Intellectual Property and Media, sports and Entertainment.
(Protecting IP in creative industries to drive economic stability and
cultural resilience. Legal perspectives on media and sports in promoting
security Awareness and sustainable development).

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Intellectual Property and Media, sports and Entertainment.
(Protecting IP in creative industries to drive economic stability and cultural resilience. Legal perspectives on media and sports in promoting security Awareness and sustainable development).

Overview .

The global economy landscape has evolved significantly from traditional trade and commerce into a rapidly expanding digital economy. In this era, many young people are filled with innovative ideas and creative potential. However, a large number of them lack the necessary knowledge and awareness of how to protect these ideas. Therefore, these ideas often go unprotected, leading to lost opportunities for value creation, ownership and economic benefit.

Not every individual will pursue conventional professions such as medicine or engineering. Many are naturally inclined towards creativity , where in music , art, digital content, fashion or Entrepreneurship . These creative talents, when properly supported and protected, have the potential to contribute meaningfully to both individual wealth creation and national economic growth .

This however may be achieved in so many systematic mechanisms, introducing education in intellectual property and digital law at tertiary school level is essential. By equipping young people with the knowledge to protect their ideas, this will create an avenue for more innovations to thrive . This not only empowers individuals to benefit from their creativity but also strengthens the broader economy through the development of protected intellectual assets through laws that govern and regulate the use of intellectual property .

Sports go far beyond the competition itself. It is a global industry generating billions. Within this industry, the image and reputation of athletes, clubs, and brands are fundamental to success. To protect this value, it is essential to adopt effective IP strategies, ranging from trademark registration to rights management, including image rights.

Sports show intellectual property (IP) in action. Patents encourage technological advances that result in better sporting equipment. Trademarks contribute to the distinct identity of events, teams and their gear. Copyright rights generate the revenues needed for broadcasters to invest in the costly undertaking of broadcasting sports events to fans worldwide. IP rights are the basis of licensing and merchandising agreements that earn revenues to support the development of the sports industry ¹

¹ <https://www.wipo.int/en/web/sports>.

Sports clubs have a visual identity composed of logos, mascots, slogans, and colors. These are distinctive elements of great importance to their fans. IP ensures that these identities are legally protected, enabling clubs to control unauthorized use of their symbols and prevent third parties from benefiting from the club's name and image without express permission.

Furthermore, trademark registration also protects product licenses, such as jerseys, scarves, or other merchandise items. By ensuring the club's name is registered, it guarantees that only licensed partners can sell official products, preserving their value and image.

What is intellectual property?

According to the Black law dictionary Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce however the WIPO gives a more detailed definition of intellectual property², by defining intellectual property as creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce³In other words intellectual property are creations of the mind which outputs are in inventions, artistic works , symbols, names , images.

Intellectual property in Africa is legally recognized and regulated; however enforcement remains inconsistent. For instance, some media houses broadcast musical works without obtaining the necessary licenses, thereby undermining the rights and economic interests of creators .

The different types of intellectual property rights :

Trademark.

The primary Legislation governing Trademarks in Ghana is governed by the Trademarks Act, 2004 (Act 664) as amended by the Trademarks (Amendment) Act, 2014 (Act 876).

²[https://a-capp.msu.edu/glossary/intellectual-property/#:~:text=A%20category%20of%20intangible%20rights,and%20sculptures\)%20and%20architectural%20d](https://a-capp.msu.edu/glossary/intellectual-property/#:~:text=A%20category%20of%20intangible%20rights,and%20sculptures)%20and%20architectural%20d)

³ <https://www.wipo.int/en/web/about-ip>

Trade Marks Regulations, 1970 (L.I. 667) provides for the procedural rules and administrative guidelines for handling applications at the registry. Fees and Charges Act, 2022 (Act 1080) outline the statutory fees applicable for searches, filings and certification.

The International frameworks governing trademark registration in Ghana are the Incorporated Paris Convention⁴ for the Protection of Industrial Property, Nice Agreement Concerning the

A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognise you in the marketplace and distinguish you from your competitors. The word "trademark" can refer to both trademarks and service marks. A trademark is used for goods, while a service mark is used for services.

A trademark:

- Identifies the source of your goods or services.
- Provides legal protection for your brand.
- Helps you guard against counterfeiting and fraud.

A common misconception is that having a trademark means you legally own a particular word or phrase and can prevent others from using it. However, you don't have rights to the word or phrase in general, only to how that word or phrase is used with your specific goods or services.

For example, let's say you use a logo as a trademark for your small woodworking business to identify and distinguish your goods or services from others in the woodworking field. This doesn't mean you can stop others from using a similar logo for non-woodworking related goods or services.

Another common misconception is believing that choosing a trademark that merely describes your goods or services is effective. Creative and unique trademarks are more effective and easier to protect

. Every time you use your trademark, you can use a symbol with it. The symbol lets consumers and competitors know you're claiming the trademark as yours. You can use "TM" for goods or "SM" for services even if you haven't filed an application to register your trademark.

⁴ The Paris Convention (1967) – Article 4 is incorporated under the First Schedule and Section 4(3) of the Trademark Act, 2004 (Act 664).

Under the Trademarks Act, 2004 (Act 664), the following may be registered: individual trademarks, certification marks, and collective marks. A registrable mark can consist of words (including personal names), letters, numerals, designs, colours, shapes, packaging of goods, or even non-traditional marks such as sounds or three-dimensional (3D) marks, provided it is distinctive and capable of being represented in the register with clarity.

Once you register your trademark, use an ® with the trademark. You may use the registration symbol anywhere around the trademark, although most trademark owners use the symbol in a superscript or subscript manner to the right of the trademark. You may only use the registration symbol with the trademark for the goods or services listed in the federal trademark registration.

What qualifies a mark for registration?

A registrable mark can consist of words (including personal names), letters, numerals, designs, colours, shapes, packaging of goods, or even non-traditional marks such as sounds or three-dimensional (3D) marks, provided it is distinctive/distinct from other brands and capable of being represented in the register with clarity, this is also provided for in section 5 of the Trade mark Act 2004 (Act 664).

A trademark shall not be registered if, among others, it:

- is a trade name;
- lacks distinctiveness;
- is contrary to public order or morality;
- is deceptive or likely to mislead the public (e.g., on origin, nature or quality);
- incorporates state emblems, flags or official signs without authorisation;
- is identical or confusingly similar to a well-known mark, even for dissimilar goods, if its use would cause damage or suggest a false connection; or
- is identical or confusingly similar to an earlier registered or pending mark for the same or related goods/services.

In short, a mark in Ghana must be distinctive, lawful and non-deceptive, and it cannot conflict with existing third-party rights.

What is a patent?

A patent is an exclusive right granted for an invention. Patents benefit inventors by providing them with legal protection of their inventions. An invention is a product or a process that provides a new way of doing something or offers a new technical solution to a problem that surpasses trivial solutions.

What are the qualities of a patent

Let's go through the five key requirements for patentability in Australia. If you need assistance with anything related to patents or intellectual property, get in touch with IP Guardian.

1. Manner of Manufacture

Before an invention can be patented in Australia, it must qualify as a "manner of manufacture" under Australian patent law. The invention must involve something more than a mere idea or discovery. It generally needs to create a practical, useful result through human action or technology.

Some subject matter that may not be patentable include: Abstract ideas or schemes

Mathematical methods on their own, Mere discoveries of natural phenomena
Certain genetic material, Anything considered contrary to public policy or law
This requirement can become more complex in areas such as software, biotechnology, and AI-related inventions.

2. Novelty

To be patentable, an invention must be new. This means it must not have been publicly disclosed anywhere in the world before the patent application is filed. Public disclosure can include:

Online publications, Product demonstrations, Sales activity, Public use
Social media posts, Discussions without confidentiality protections. If the invention has already entered the public domain, it may no longer be considered novel. Australia does provide a 12-month grace period under section 24 of the Patents Act 1990 (Cth) in certain circumstances. However, relying on a grace period can create risks, particularly if overseas protection is later sought. For this reason, inventors should speak with a patent attorney before publicly disclosing an invention.

3. Inventive Step

An invention must also involve an inventive step.

This means the invention cannot be an obvious improvement or routine variation of existing technology to someone skilled in the relevant field. Simply combining known ideas in an expected way is unlikely to satisfy this requirement. Inventive step is often one of the most heavily examined parts of a patent examination and can significantly affect the strength and enforceability of a patent.

4. Utility

A patentable invention must be useful.

In Australia, this means the invention must achieve the result described in the patent specification and provide a practical benefit or useful application.

Theoretical ideas or inventions that do not actually work are unlikely to satisfy the utility requirement.

5. Enablement and Full Disclosure

A patent application must explain the invention clearly enough that a skilled person could understand how to make and use it.

This usually includes: Clear written descriptions, Technical explanations

Supporting drawings where relevant, Sufficient information to reproduce the invention
Poorly prepared patent specifications can lead to examination issues or weaken the enforceability of a patent later on.

What is copyright ?

Copyright is a type of intellectual property that protects **original works of authorship** as soon as an author **fixes** the work in a **tangible form of expression**. In copyright law, there are a lot of different types

of works, including paintings, photographs, illustrations, musical compositions, sound recordings, computer programs, books, poems, blog posts, movies, architectural works, plays, and so much more!
What qualifies original works of authorship for registration under copyright .

What is a Geographical indication

A Geographical Indication (GI) is a type of intellectual property sign used on products that originate from a specific region, where the item's unique quality, reputation, or characteristics are essentially attributable to that geographic origin. Common examples include “ champagne, Parmesan cheese, or Darjeeling tea

What are the qualities of a geographical indication .

Geographical Link: The goods must possess a specific quality, reputation, or characteristic that is distinctly tied to the natural and human factors of the designated territory.

Authorized Applicants: The application must be filed by an association of producers, a legal entity, or a public authority representing the collective interest of the producers.

Definable Boundaries: The geographical area of origin must be clearly mapped and identifiable.

Defined Product Standards: The application must be accompanied by precise product standards, quality specifications, and inspection mechanisms that verify the goods' authenticity.

The different intellectual property right Registration.

1. National IPOs (Intellectual Property Offices).

Registration of intellectual properties nationally is done in the IPO (intellectual property office), This is the government agency responsible for granting IP rights (e.g., trademarks, patents, utility models, and industrial designs) within a specific country. a mark or patent registered in one country is only enforceable in that country. The IPOs handle national applications, conduct substantive examinations, and maintain local IP registers. If your business operations and market are strictly within a single nation (such as Ghana), the national route via your local IPO is the most direct and suitable option.

2. ARIPO (African Regional Intellectual Property Organization).

ARIPO is an intergovernmental organization established to pool resources and harmonise IP laws across its member states. Headquartered in Harare, Zimbabwe,

it allows applicants to file a single, centralised application that designates multiple countries for protection.

Scope: Multi-state. ARIPO administers different treaties, including the Banjul Protocol for trademarks and the Harare Protocol for patents and industrial designs.

How it Works: You can file your application directly with ARIPO or through your national IPO. ARIPO processes the application, but it is forwarded to your designated member states for approval based on national laws.

Who it is for: Ideal for businesses and innovators expanding into multiple African markets. It saves costs by bypassing the need to hire separate legal representatives for every single country.

3. International Registration

The International frameworks governing trademark registration in Ghana are the Incorporated Paris Convention⁵ for the Protection of Industrial Property, Nice Agreement Concerning the registration of trademarks is While there is no single "worldwide" patent or trademark, international registration systems streamline the process by letting you file one application to seek protection in dozens of countries simultaneously.

Trademarks: The Madrid (administered by WIPO) allows you to file a single international application and extend your trademark to over 130 member countries.

Patents: The Patent Corporation Treaty simplifies the process of seeking patent protection in multiple countries by filing a single "international" patent application.

Industrial Designs: The Hague System provides a centralised way to register up to 100 designs in over 90 territories.

Copyrights: Copyright protection is generally automatic upon the creation of the work, per the Berne Convention, and requires no formal registration, though local voluntary registration is sometimes used as evidence of ownership.

Intellectual property rights .

Unlike other types of physical property, such as real estate or a car, intellectual property is intangible and therefore requires special protections to prevent it from being stolen or misused. Rights are created and granted by legislation. In the context of intellectual property, it is the law that gives exclusive rights to creators and innovators, enabling them to make the use, reproduction and commercial exploitation of their works. Consequently, the registration of intellectual property is of critical importance, as it provides formal recognition and evidentiary proof of ownership, particularly in cases of infringement or litigation .

⁵ The Paris Convention (1967) – Article 4 is incorporated under the First Schedule and Section 4(3) of the Trademark Act, 2004 (Act 664).

Without proper registration, enforcing intellectual property rights can be significantly more difficult. In absence of clear documentation, a rights holder may face challenges in proving ownership or establishing the scope of their rights before a court of law. Registration therefore strengthens the legal position of the owner and enhances the ability for remedies against unauthorized use.

From the commercial perspective, the protection of intellectual property is also a key consideration for investors. This strengthens the legal position of the owner and enhance the ability to seek remedies against unauthorized use.

From a commercial perspective, the protection of intellectual property is also a key consideration for investors. Investors are generally reluctant to commit resources to a venture where the underlying rights are uncertain or unprotected. In some cases, bad faith actors may seek to exploit unregistered intellectual property and where disputes arise, the lack of registration may weaken the owners ability to enforce their rights effectively .

Ultimately, intellectual property rights (IPRs) are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time⁶. Over the course of history, different legal instruments for protecting intellectual property have emerged. These instruments differ in their subject matter, extent of protection, and field of application, reflecting society's objective to balance the interests of creators and consumers for different types of intellectual works⁷

Patents are legal titles granting the owner the exclusive right to make commercial use of inventions. To qualify for patent protection, inventions must be new, non-obvious, and commercially applicable. Patents grant exclusive rights to innovative intellectual property through statutory laws that recognize inventions meeting specific criteria like novelty, non-obviousness, and utility. This legal foundation incentivizes innovation by providing temporary monopolies in exchange for public disclosure.

Trademarks are words, signs, or symbols that identify a certain product or company. Trademarks seek to protect a product's and firm's reputation for quality. Customers are offered the assurance of purchasing what they intend to purchase. Trademarks can endure virtually indefinitely provided they remain in use. Almost all industries use trademarks to identify their goods and

⁶ https://www.wto.org/english/tratop_e/trips_e/intel1_e.htm

⁷ Intellectual property rights and economic development by (Carlos A. Primi Braga, Christen Fink, Claudia Paz Sepulveda).

services. The use of trademarks has turned out to be of high significance in certain consumer goods industries, such as clothing and watches. Similar to trademarks, geographical indications identify a product (e.g., wine or olive oil) with a certain city or region.

The global economy is increasingly being driven by knowledge, innovation, and technology, with IPR protections playing a critical role in fostering inventions. Africa has witnessed the transformative impact of Science, Technology, and Innovation (STI) within the e-commerce space, with mobile payment systems like M-PESA redefining the way business is conducted. Additionally, the use of drones to transport medical supplies and vaccines to remote areas has brought innovative solutions to address health challenges that have beset African countries for decades. Research and development in the fields of renewable energy, biotechnology, and artificial intelligence are also seen as key drivers of economic growth and development. The benefits of these innovations cannot be fully realized without the protection and recognition provided by Intellectual Property Rights (IPR).

IPR provides protection and recognition to innovators and creators, giving them exclusive rights to control and value their inventions. This recognition and safeguard incentives innovators to continue to create and thereby encourage more innovation in a range of fields. Fostering a robust environment that supports the creation, protection, administration, and enforcement of IPR can catapult African countries into the forefront of the global economy. In addition, the private sector can thrive, thereby enhancing competition and promoting innovation.⁸

The African Union recognizes the importance of IPR protection in promoting innovation and development on the continent. The Continental Strategy on Geographical Indications (2017) is one of the IPR instruments developed by the African Union (AU) to promote long-term rural development and food security. This is accomplished by recognizing geographic indications as a tool for enhancing the value of products from specific regions. For example, Ethiopia's famous coffee is protected by a GI that ensures the unique taste and quality of the product, while also providing a source of income for local farmers.

Benefits of intellectual property rights.

Legal protection : One of the greatest benefits of having Intellectual Property Rights (IPR) is the legal protection it offers. When inventors or creators register their IPR, they gain exclusive rights to their works or innovations. This means they can Prevent Unauthorised Use of their works by preventing Anyone who uses, copies, or distributes their work without permission through legal action such as infringement actions, passing off, anti-counterfeiting etc and Claiming Damages, if

⁸<https://www.nepad.org/blog/strengthening-africas-intellectual-property-capacity-enhance-innovation-and-commercialisation>

a violation occurs, the IPR holder can also claim compensation for losses incurred due to theft or infringement. This can also give the owner of the intellectual property satisfaction and assurance of Sustainability of their Works. This legal protection ensures that creators can enjoy the fruits of their labor without worrying about misuse.

Economic benefits : IPR provides significant economic benefits, from potential royalties to increased business value. By registering intellectual property rights, owners can:

- Receive Royalties: IPR holders can sell usage licenses to third parties, generating a stream of passive income. For example, an author can license their book for adaptation into a film and receive royalties from its sales.
- Increase Asset Value: Registered IPRs, such as patents and trademarks, can enhance a company's valuation. Investors often look for companies with strong IPR portfolios as indicators of future potential.
- Create New Business Opportunities: With IPR, owners can expand product or service lines based on registered innovations, generating new revenue.

Business competitiveness : Protecting works and innovations through IPR gives businesses a competitive edge in the market. This benefit is reflected in:

- Product Differentiation: Registered trademarks and unique product designs help distinguish products from competitors, attracting more consumers.
- Brand Recognition: IPR supports the development of strong brands, boosting consumer trust in the offered products or services.
- Prevention of Unfair Competition: With IPR protection, companies can take action against unethical business practices, such as counterfeiting or copying.

Innovation and creativity: IPR directly encourages innovation and creative development by:

- Providing Incentives for Innovation: Protection helps motivate individuals and companies to invest in research and development, as they are confident they will recoup their investments.
- Protecting Research and Development: Especially in technology fields, patents motivate the creation of new discoveries without fear of being copied.
- Encouraging Collaboration: With IPR in place, collaboration among researchers, entrepreneurs, and institutions becomes more open for sharing ideas and technologies.

Business Reputation : IPR also positively impacts a company's reputation. Among its influences are:

- Enhancing Credibility: Companies with strong IPR are recognised for having unique innovations, which can enhance their reputation in the eyes of consumers and business partners.
- Attracting Collaboration Opportunities: Strong brands can attract the attention of investors and potential partners looking for collaboration with reputable companies.
- Global Recognition IPR protection can help local products gain recognition in global markets, enhancing international competitiveness.
- IPR holders often achieve better economic independence due to:
- New Income Sources: Through licensing or sales, owners can create new income streams that do not rely on their core business operations.
- Skill and Knowledge Development: The process of developing IPR helps build skills and knowledge within organisations, creating a more skilled and experienced workforce.
- Support for MSMEs: IPR provides opportunities for micro, small, and

medium enterprises (MSMEs) to grow and compete with larger companies by protecting their creative innovations.

Economic Independence: IPR holders often achieve better economic independence due to:
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Support for cultural works : IPR not only protects business innovations but also cultural creations. This is important for:
Preserving Cultural Heritage: Copyright protection helps safeguard artistic and cultural works for both current and future generations and also encourages the Arts where Artists can receive valuable rewards for their works, fostering more creativity in the arts.
Enhancing Community Engagement: Communities can invest in the education and promotion of local works, appreciating their cultural heritage.

Ease of Access and distribution : IPR also facilitates the distribution of works and innovations, such as:
International Protection: Through international agreements, IPR holders can protect their works in various countries, allowing for global market access.
Clear Licensing Systems: Facilitates relationships between creators and industry players for broader use of works.

Awareness and education: Raising community awareness about IPR offers additional benefits:
Public Education: Educating the public on the importance of respecting copyright and trademarks helps combat infringement.
Awareness Campaigns: Encouraging the government to strengthen regulations and law enforcement against IPR violations

Assurance for investors : IPR offers greater certainty for investors:
Increasing Investment Appeal: Investors are more likely to invest in companies with strong IPR protection, as it indicates innovation and sustainability.
Protecting Investments: With IPR, owners can ensure that their investments will not be jeopardised by unauthorised actions.

The role of intellectual property rights in Media.

The primary factor driving this growth is creativity in content; as the saying goes, "Content is King." This creative element is the cornerstone of the entire entertainment industry and is something to take pride in. Therefore, it is essential to protect and promote this aspect of creativity, which underpins the operations of the entertainment sector. For the film and television industry to function effectively and for artists to receive the recognition and credit they deserve for their original work, intellectual property rights (IPR) regulations are increasingly important in today's landscape. A creative mind can truly flourish and produce art only when there are laws and legal frameworks in place that are actively enforced. For the entertainment

industry to function smoothly and for artists to receive appropriate recognition and credit for their original creations, intellectual property rights (IPR) regulations are increasingly important in today's context. By allowing creators to earn from their work through licensing, distribution, and sales, this protection encourages both investment and creativity. Intellectual Property Rights (IPR) support the business community by maintaining brand value, safeguarding revenue streams, and attracting partnerships. Ultimately, strong IPR safeguards the rights of businesses and artists alike, fostering a dynamic and sustainable environment for innovation.

How does the Media encourage economic growth through intellectual property rights (IPRs)

Content Monetization and Investment: Strong IPR protections allow media companies (film, music, publishing) to safely invest in and monetize creative works, which spurs further production and economic activity. Content spend has seen

Encouraging Digital Innovation: Media-driven IPR encourages the development of new, legal content distribution platforms, fostering technology-driven economic growth and preventing the loss of tax revenue from piracy.

Protection of Brands and Digital Rights: Trademarks and copyrights protect brand identity and content authenticity, allowing media firms to build reputation and trust in both domestic and international markets.

Technology Transfer: Media and creative industries often rely on new technologies; secure IPR frameworks facilitate the transfer and adoption of new technologies, which contributes to overall economic growth.

Fostering a Creative Economy: By protecting IP in digital media, governments and companies can stimulate investment in high-growth, technology-intensive creative sectors.

Leveraging sports through intellectual property for economic growth

Sport across Africa is entering a new era. It is no longer only a source of pride, identity, and entertainment; it is becoming a serious economic force. Across the continent, sport is generating brands, technologies, media products, and commercial opportunities with the power to create

jobs, attract investment, and expand Africa's place in the global economy. The real question is whether Africa is positioned to capture that value fully and convert it into long-term growth.

That is where intellectual property becomes strategic, Sport is no longer only played on the field; it is shaped in the marketplace. From football to athletics, from grassroots innovation to elite competition, the value of sport increasingly lies not only in performance, but in the ideas, brands, content, and technologies that surround it. If these assets are protected and managed, they can fuel enterprise, deepen markets, and keep more value within Africa.⁹

The Role of Intellectual Property Rights in Sports

Sports go far beyond the competition itself. It is a global industry generating billions. Within this industry, the image and reputation of athletes, clubs, and brands are fundamental to success. To protect this value, it is essential to adopt effective IP strategies, ranging from trademark registration to rights management, including image rights.

There may also be instances wherein several types of intellectual property rights become relevant for one stakeholder – for instance, a sports shoes manufacturer may use patents to protect the technology used in developing the shoes, designs to protect the 'look' of the shoes, trademarks to distinguish their logo from that of competitors in the same business, and copyright to protect the artwork and audiovisual creations used in marketing and promotion of the sports shoes.^[7] Some sports brands, such as Nike, Adidas, and Puma, are examples of major companies that understand the importance of protecting their brands and products. Trademark registration grants exclusivity in the use of symbols, logos, and slogans.

When a sports brand registers a logo or name, it ensures that no one else can use these elements for commercial purposes, preventing the brand's value from being diluted. Additionally, patent and utility model registrations are also essential to protect innovations in sports equipment or apparel, for example.

From football to tennis to ice skating, in every sporting field, inventors and creators are working behind the scenes to push the boundaries of athletic performance, improve audience experience and bring sports events to every home.

IP rights – and the legal protection they give – are the basis for key business transactions that secure the economic value of sports and push the industry forward. Thanks to steady industry growth, sporting organizations can finance high-profile sports events and promote sports

⁹<https://www.aripo.org/news/Leveraging+Intellectual+Property+to+Elevate+Sport+in+Africa+-+Reflections+for+Africa+on+World+IP+Day+2026-1777025614>

development worldwide. The sports industry also contributes to the world economy, creating jobs and developing public infrastructure.

How does intellectual property in sports encourage economic growth .

1. **Trademarks safeguarding brand identity:**

Trademarks play a crucial role in protecting the brand identity of sports organizations, teams, and events. Logos, team names, and slogans are all subject to trademark protection. Think of the iconic logos like the Olympic rings , they are easily recognisable and carry immense commercial value .

2. **Copyright preserving creative expressions**

Copyrights come into play when it comes to creative works associated with sports. From promotional videos to event broadcasts, copyright protects original audiovisual content. For instance, the opening ceremony of the Olympic Games is a meticulously choreographed artistic performance that enjoys copyright protection.

3. **Licensing agreements, commercialisation of sports :** Licensing agreements facilitate the commercialization of sports. These agreements allow companies to use sports-related IP, such as team logos or player images, in exchange for royalties. For example, when you buy a jersey with your favorite player's name, that transaction involves licensing.

4. **Name and likeness Rights protecting Athletes:** Athletes names, images and likeness are valuable assets, separate laws exist to safeguard these rights. Athletes can license their names and images for commercial purposes such as endorsements , unauthorised use can lead to legal disputes such as infringements .

How intellectual property rights foster General economic growth .

According to Nobel Prize winning economist Simon Kuznets a country's economic growth may be defined as "a long-term rise in capacity to supply increasingly diverse economic goods to its population, this growing capacity based on advancing technology and the institutional and ideological adjustments that it demands.

To answer the question of why economic growth is important, we need to look at it from two different perspectives – from a developing and a developed countries perspective. According to an OECD report, economic growth is the most powerful instrument for "reducing poverty and improving the quality of life" in developing countries. In the case of developed countries, high economic growth leads to increased profitability for firms, enabling more spending on research and development which can lead to technological breakthroughs, and it also increases confidence and encourages firms to take risks and innovate. According to the Bank of England, "the citizens of a country with high GDP are likely to have high incomes, people are likely to be

earning and spending more and businesses are likely to be hiring and investing more (heavily in R&D).

Intellectual Property (IP) Laws play a crucial role in fostering economic and financial growth by encouraging innovation, protecting creative work and enhancing global competitiveness. In this modern knowledge based economy, patents, trademarks, copyrights and trade deals provide a special legal framework that encourages research & development, ensuring a long- term economic sustainability. Strong IP laws and protections vitalizes entrepreneurship, attract Foreign Direct Investment (FDI) and facilitate technology transfer, leading to increased industrial production and job creation.

Moreover, countries with strong IP Laws experience a rise and increase in technological advancements, as investors, innovators and businesses are assured of the exclusive rights over their creations. This legal security which is being provided by the authorities has encouraged the multinational corporations to involve in cross-border collaborations, which is ultimately contributing to global trade expansions. However, the relation between IP laws and economic growth is not there without any challenges.

Challenges the intellectual property sector that affect economic growth .

Rapid technological advancements, wide spread internet access, and the proliferation of digital content are characteristics of the digital age, which has drastically changed the IPR landscape. The methods used to safeguard, uphold, and use intellectual property must change along with the digital world. Intellectual property rights (IPR) faces both new opportunities and challenges as result of the internet, cloud computing, block-chain, and emerging technologies like 3D printing and Artificial Intelligence (AI). The scope and velocity of digital innovation frequently make traditional approaches to intellectual property enforcement inadequate. The effectiveness of current intellectual property rights (IPR) frameworks in the digital ages has come under scrutiny, particularly in light of the rise in digital counterfeiting, online piracy, and the difficulties in safeguarding intangible assets across international borders.

How to deal with this challenges in the intellectual property sector , therefore increasing exponentially economic growth in Africa .

Intellectual property and economic Growth (curtailing insecurity).

¹⁰ <https://www.wipo.int/en/web/sports>