

IP SOLVED

COMMERCIAL ADVICE TO PUT YOU AHEAD OF THE GAME

Sports & Intellectual Property

A practical guide for Australian sporting goods, apparel, fitness tech and club merchandise businesses

Sport is a fast growing business ecosystem spanning equipment, apparel, analytics, media and sponsorship. Intellectual property (IP) helps businesses protect innovation, build strong brands and unlock new revenue streams.

<p>■ PATENTS Protect inventions and technical innovations.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Athlete tracking technology (Catapult Sports) • Training equipment innovations • Performance analytics platforms 	<p>™ TRADE MARKS Protect brand names, logos and product names.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Team and league names and merchandising • Sport apparel brands (eg SKINS) • Fitness technology product names • Player personality rights
<p>■ DESIGNS Protect how a product looks.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Sports equipment styling • Apparel and footwear design • Drink bottle and merchandise design 	<p>© COPYRIGHT Protect creative works automatically.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Team logos and mascots • Sports photography & broadcasts • Marketing graphics and digital media
<p>■ IP LAW</p> <p>Examples:</p> <ul style="list-style-type: none"> • Team Sponsorship Agreements • Stadium and other venue agreements • Personality rights agreements 	<p>WHY IP MATTERS IN SPORT</p> <ul style="list-style-type: none"> • Build strong and recognisable brands • Prevent copycat products and counterfeit merchandise • Attract investors and commercial partners • Create licensing opportunities globally

Australian Sports Business Examples

- Catapult Sports – patented wearable performance analytics used by elite teams
- SKINS compression garments – global sports apparel trade mark brand
- Professional sporting clubs – merchandise protected by trade marks and copyright

Common IP Mistakes in Sport Brands

- Launching a product without checking trade marks
- Assuming product appearance is automatically protected
- Sharing invention ideas before filing patents
- Allowing suppliers or designers to own key IP

Launching a new sports product, brand or technology?
Scan the QR code or visit IP Solved for an IP Health Check.



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Can You Catch the IP?



In this one image:

1. Trade Marks on clothing, hats, stadium advertising
2. Patents on the body sensor, shoe padding technology, embedded sensors in the racket, and fabric technologies
3. Registered designs for the racket shape
4. Sponsorship agreements