

Events

IP Playbook: Creativity, Protection, and Growth in Sports

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[Aaron M. Williams](#)

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EVENT | 4.23.2026

Aaron Williams and Jabari Shaw, attorneys in the Vorys intellectual property practice, will host a panel on intellectual property in sports at Nationwide Arena on World IP Day (April 23) at 2:00.

Attendees will learn about how IP fuels creativity and business strategy in the sports industry, from developing new technologies and slogans to managing global brands and enforcing rights. Aaron and Jabari will provide a behind-the-scenes look at the challenges and opportunities facing sports organizations today.

The event will be immediately followed by a reception.

[Learn more and register for this event here.](#)