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Beyond the Pitch: The Power of IP in the Beautiful Game

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Jabari Shaw, an associate in the Vorys Cincinnati office and a member of the intellectual property (IP) group, authored an article for the *World Trademark Review*, titled "Beyond the Pitch: The Power of IP in the Beautiful Game." The article is tied to World IP Day, which is focused this year on IP and sports.

The article highlights a variety of ways that IP law is present in professional soccer across the globe, ranging from the branding trademark portfolios held by teams and leagues, to patents on innovative technologies that are changing the way the game is played and managed.

"One of the most compelling things about sports is the depth with which players and fans alike experience the interplay of strategy, culture, entertainment and raw emotion of the game."

"Though most fans don't recognize it as such, IP is deeply embedded in the sports landscape and plays a vital role in shaping how they experience their favorite team at play."

To read the entire story in the *World Trademark Review*, [click here](#) (subscription may be required).