

How much
intellectual
property
is there in the
World Cup?





Inventions

Innovative technical solutions such as sports shoes with enhanced performance, stadium cooling systems, goal-line technology, and VAR improvements can be granted patent protection.





Brands

Words, letters and emblems such as FIFA World Cup, Qatar 2022, La'eeb, Al Rihla, and even the names of famous football players, can be registered as trademarks.



FIFA



Designs

The look of the World Cup ball, football shoes, jerseys, and other accessories can be protected through industrial design rights or design patents.





Creative works

Creative works and digital content such as World Cup videogames, apps, match broadcasts, soundtracks and photographs taken during matches automatically receive copyright protection.

Image: Freepik | @executioner47/Getty Images, @umpilaz, @ChrisGorgio





Secret information

A special process of manufacturing a ball, the list of a World Cup squad before its official publication, or a computer algorithm for a ticket reservation system can qualify for trade secret protection.



Plant varieties

Different varieties of turf grasses for World Cup stadiums with special color, texture, wear tolerance and disease resistance properties can qualify for plant variety protection.



WIPO