

APRIL 26
**REACH
FOR GOLD**
IP AND SPORTS
WORLD INTELLECTUAL
PROPERTY DAY 2019



Permanent Mission of Hungary to the United Nations Office
and Other International Organizations in Geneva



WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

This year's World Intellectual Property Day campaign delves into the world of sports and takes a closer look at how intellectual property (IP) rights – patents, trademarks, designs, copyright and related rights – support the global sports ecosystem.

"IP rights lie at the heart of the global sports ecosystem and all the commercial relationships that make sports happen and that allow us to tune into sporting action whenever, wherever and however we want."

Francis Gurry, WIPO Director General

Teqball®

Meet one of the co-founders of Teqball®, the company behind this new sport and find out how:

- *Teqball® is being used by leading soccer clubs and players to hone their skills.*
- *How to play the game of Teqball®.*
- *What role intellectual property rights play in the company.*
- *How the company is growing the sport.*

Join us in celebrating World Intellectual Property Day 2019 the Teqball® way!

The demonstration will be at 1.00 p.m., followed by a reception.

Sign up at: www.wipo.int/ipday

**WIPO New Building
34, chemin des Colombettes
Geneva**

The apparatus will be available for you to try out until May 1, 2019.

**APRIL 26
REACH
FOR GOLD
IP AND SPORTS
WORLD INTELLECTUAL
PROPERTY DAY 2019**