

**How much  
intellectual  
property  
is there in  
the Olympic  
Games?**





# Patents

Inventions such as 8K livestreaming and immersive audio technology, improved scoring systems and sports gear to increase performance can receive patent protection.

# Trademarks

The Olympic symbol which is protected under a WIPO treaty, the Olympic logo, flag, anthem, torch and names such as "Olympic Games," "Olympic torch" and "Paris 2024" are examples of trademarks.



# Trademark licensing

The International Olympic Committee can license the Olympic games brand for use in products and services such as collectibles, souvenirs, toys, athletic apparel and luxury goods.

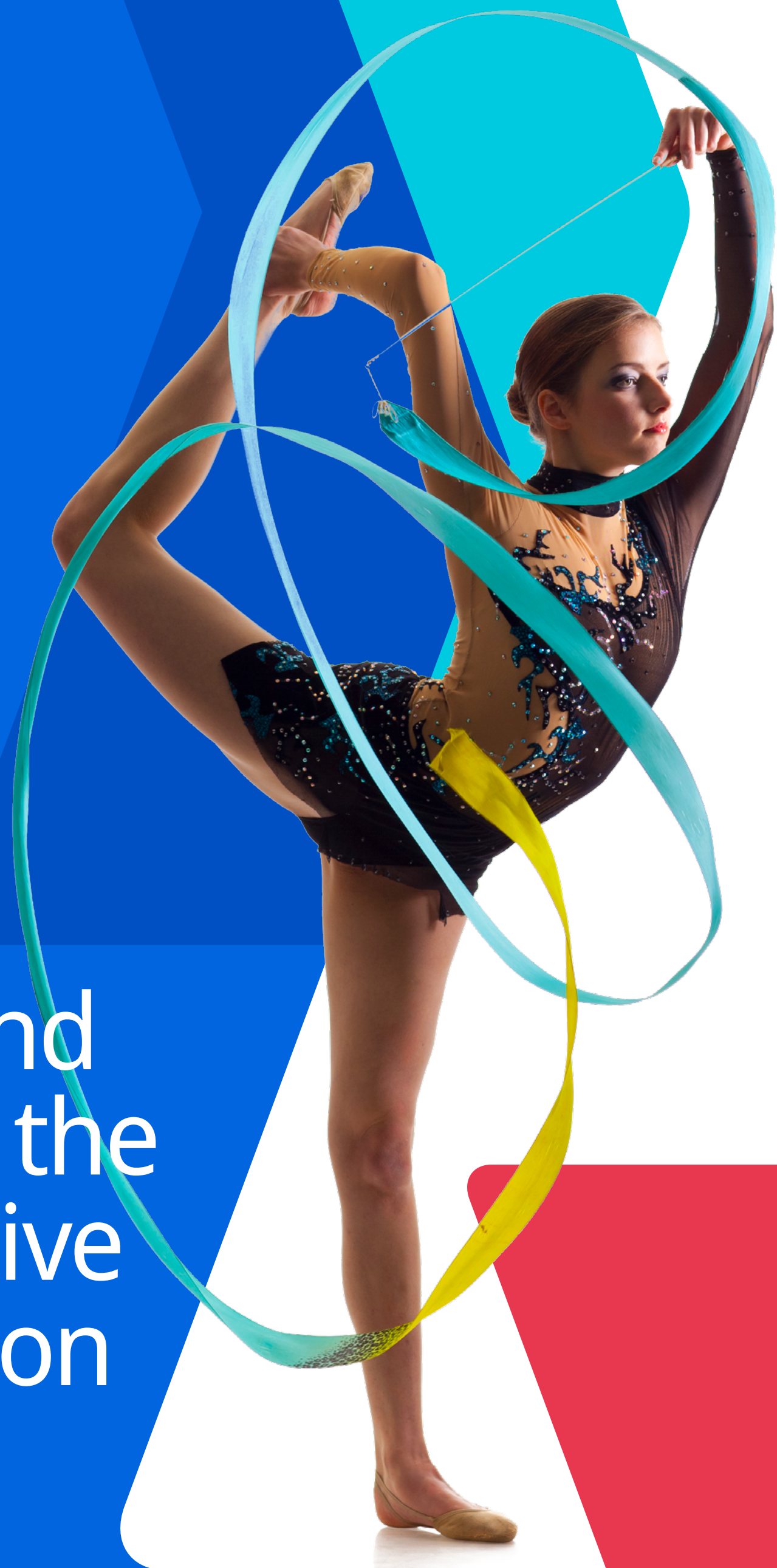


# Designs

The look of the Olympic symbols, pictograms, torch, flame, medals, mascot “Phryge” and the overall visual identity can be protected through designs rights or design patents.

# Copyright

Olympics-themed content such as soundtracks, typefaces, mobile apps, social media content, photos, videos, choreographies and live broadcasts of the competitions receive copyright protection as creative works.



# Trade secrets

Confidential marketing strategies, as well as the undisclosed “know-how” or sports tactics used by competing teams, can qualify for trade secret protection.



**WIPO**