

How much
intellectual
property is
there in
the EURO
2024?

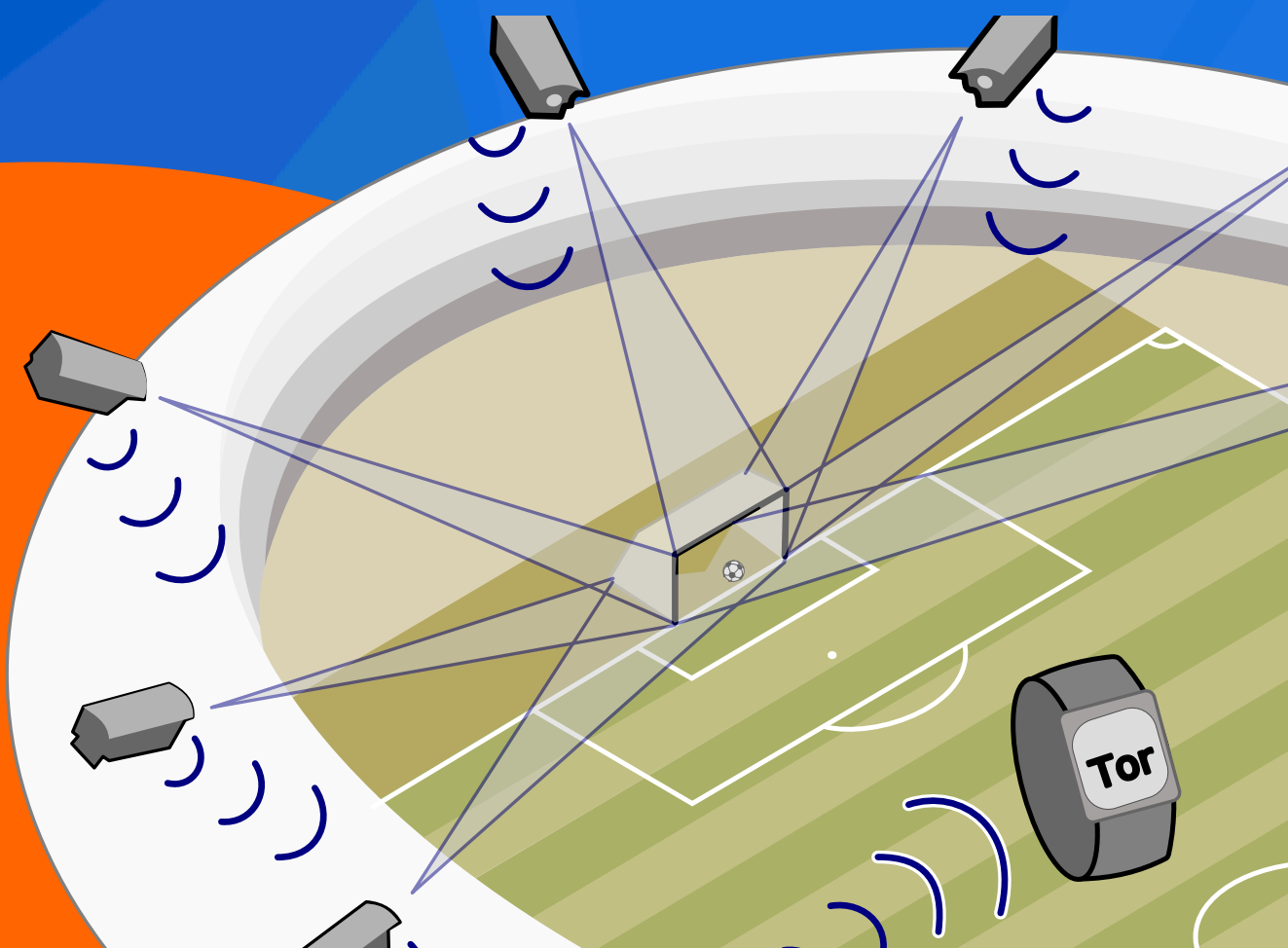


UEFA
EURO2024
GERMANY



Patents

Innovative technical solutions such as connected balls, semi-automated offside technologies, sports shoes with enhanced performance, goal-line technology and VAR can be granted patent protection.



Trademarks

Words, letters and emblems such as EURO 2024, UEFA EURO 2024, footballers' names, mascots and even celebration poses can be registered as trademarks.



Designs

The look of the EURO 2024 match ball, trophy, football shoes, jerseys and even watches can be protected through industrial design rights or design patents.



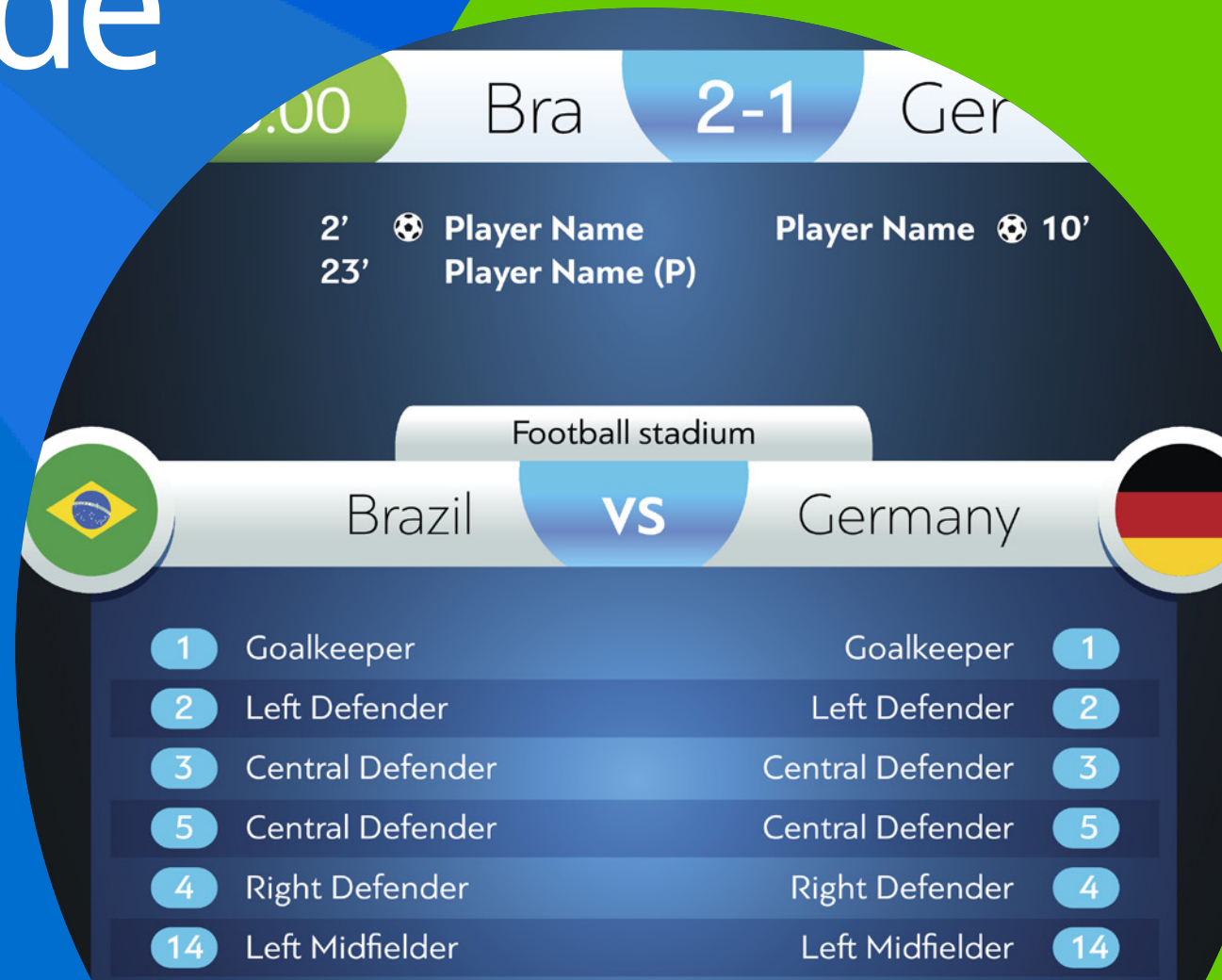
Copyright

Creative works and digital content such as EURO 2024 videogames, apps, match broadcasts, sticker collections and photographs taken during matches automatically receive copyright protection.



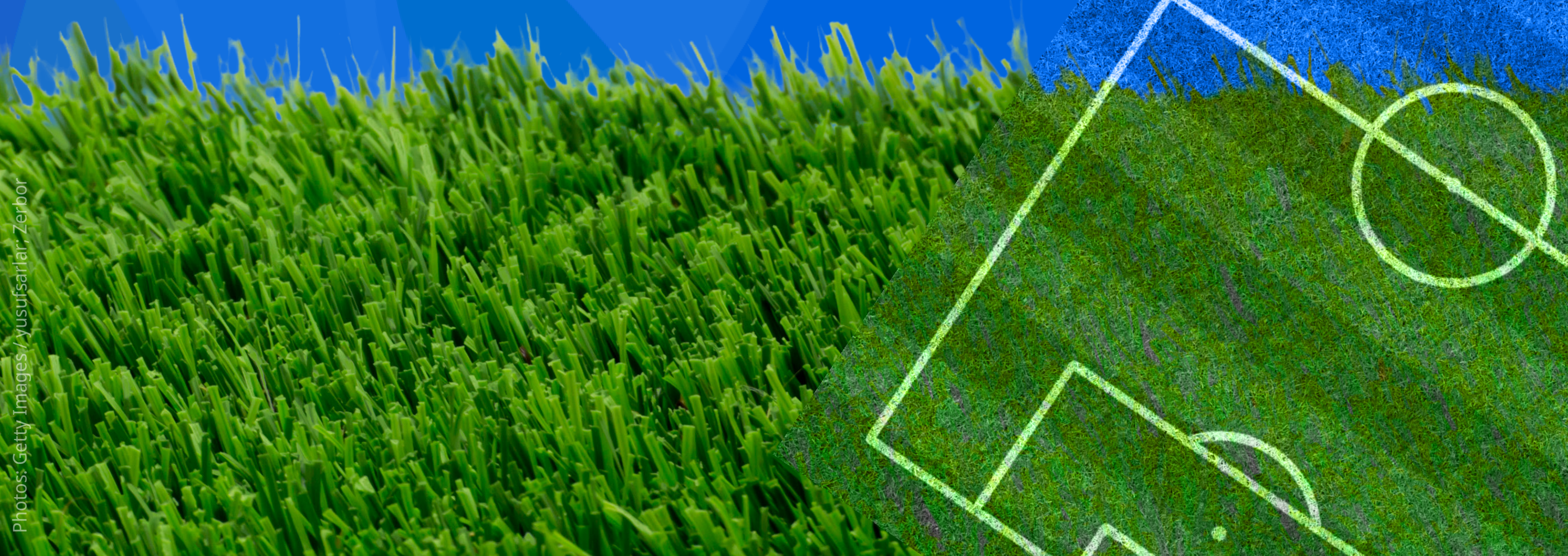
Trade secrets

A special process of manufacturing a ball, a computer algorithm for a ticket reservation system, or the final line-up of a team before being publicly shared can qualify for trade secret protection.



Plant variety protection

Different varieties of natural grasses used in EURO 2024 stadiums with special color, texture, wear tolerance and disease resistance properties are protected plant varieties.





WIPO