

# Sports

**Intellectual property rights have become as much a part of professional sports as games and events themselves, with branding and merchandising playing a leading role in the business of sports. Fross Zelnick's comprehensive understanding of the broad reach of sports brands helps its clients maximize their value and navigate any legal issue they face.**

Representing the world's most beloved teams and athletes, Fross Zelnick provides the full gamut of trademark and copyright work for its sports clients, from searching and clearance of new names and logos to licensing to enforcement and litigation. And our knowledge of dilution and laws relating to famous marks around the world allows us to help clients protect and enforce their rights effectively.

## **Strengths that Matter to our Clients**

- Experience with the delicate balance between encouraging enthusiastic fans and protecting the team's critical IP rights

## **Decisions**

National Basketball Association v. Motorola

## **Representative Experience**

- Representative clients include Arsenal, Ernie Els, Major League Baseball Properties and clubs, Sport 10 (Pelé)
- Represent professional sports leagues and teams in dozens of opposition proceedings before Trademark Trial and Appeal Board
- Clearance, counseling and trademark protection for charity organization established by well-known professional athlete