

# Reach for Gold: IP and Sports

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For Institut Sukan Negara

Date: 29 May 2019

Time: 9 to 10.30 am

Venue: Institut Sukan Negara



(Source: WIPO)

Malaysia is abundant with natural resources, agricultural and manufacturing based industry. We are good at using technology. Does it occur that we can develop our own technology? Ideas are essential to move up the value chain.

Every April 26, World Intellectual Property Day is celebrated to acknowledge the role that intellectual property (IP) rights play in encouraging innovation and creativity.

Faster, stronger, higher! The drive to test our abilities, the thrill of competition, and the awe we experience in watching ordinary people achieving extraordinary feats, have fueled our fascination with sports for thousands of years.

*Manchester United has a 10-year agreement (it runs through July 2025) with sportswear giant, Adidas, with respect to global technical sponsorship and dual-branded licensing rights. According to the Club, it plans to expand its portfolio of product licensees and to enhance the range of products available to its fans.*  
- World Intellectual Property Organization

9.00 am to 10.30 am: Overview of Intellectual Property

- Types of intellectual property
- Patents in sports science
- Trademarks and copyright in sports management
- Commercialization of IP: Licensing, merchandising, broadcast
- Recommendations

Q & A

**Who should join?**

- **Researchers**
- **Commercialization officers**
- **Organizers of sports events**
- **Sports federation**

**Dennis Tan** is running his own intellectual property firm, Boon IP Enterprise ([www.boon.com.my](http://www.boon.com.my)). He has assisted various research institutions, universities, companies and individual inventors to protect their patents in more than twenty countries.

Dennis graduated from Universiti Sains Malaysia with a master's degree in science in 2003. He worked for a few years as a researcher before joining a patent firm. Since 2007, he qualified to practice as a registered patent agent in Malaysia. Tan served as Secretary of Malaysian Intellectual Property Association and Secretary of Licensing Executives Society Malaysia.