



**Introduction
to
IP and Sports**

**April 26, 2019
Phnom Penh
Cambodia**

**Alexandra Grazioli
Director, Lisbon Registry, BDS, WIPO**

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

 [#worldipday](https://worldipday.wipo.int/ipday)
wipo.int/ipday
youtube.com/wipo

IP rights help to secure the economic value of sports



2023 SEA GAMES in Cambodia



Copyright and Broadcasting

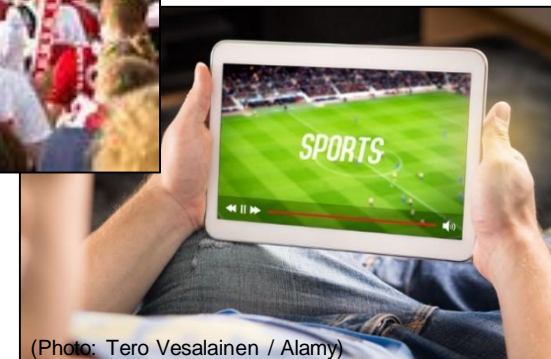
Copyright and the sale of **broadcasting rights** mean that sports organizations can thrive (thanks to the revenues generated from the **sale of broadcasting rights**) and fans can tune into and get closer to sporting action around the clock, from anywhere in the world.

Copyright also ensures that creators of sports-related programs, including video games and other audio-visual content can earn a living from their **work**.

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Copyright and Broadcasting



Trademarks and Branding

Trademarks and **branding** maximize commercial revenue from **sponsorship**, **merchandizing** and **licensing agreements** that help develop sports and the events that captivate us all.

They allow companies, teams, athletes, and even communities and countries to build their reputation and stand out.

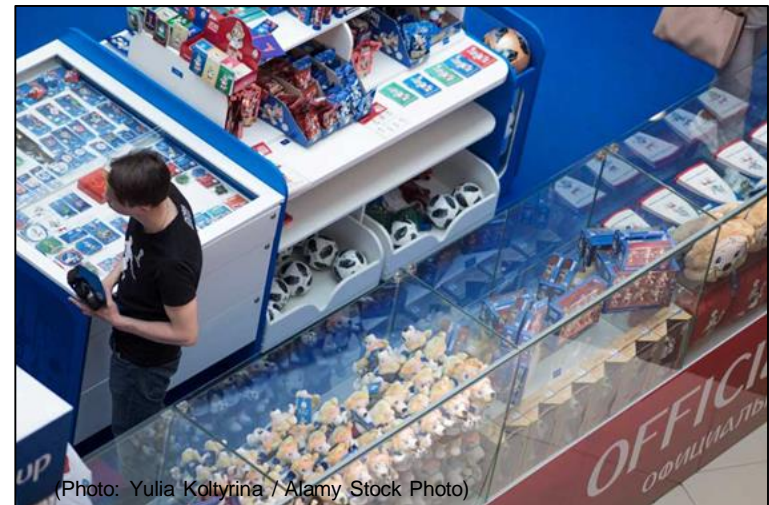
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Trademarks and Branding



(Photo: Dirk Hedemann / Alamy Stock Photo)



(Photo: Yulia Koltyrina / Alamy Stock Photo)

Patents and Designs

Patents and designs foster the development of new technologies, materials, training techniques, and equipment to help improve athletic performance and engage fans worldwide.

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Patents



Designs



Sport, IP and Development (1)

The **strategic use of IP rights** in global sports has significant potential to **support economic development** in a variety of ways by:

- Generating income from the sale of sports-related goods and services;
- Supporting innovation and business growth, entrepreneurship and job creation;
- Enhancing a country's reputation and boosting foreign exchange earnings;
- Boosting international trade;

© WIPO



Sport, IP and Development (2)

The **strategic use of IP rights** in global sports has significant potential to support **economic development** in a variety of ways by:

- Transcending national differences and fostering universal values of fair play, mutual respect and friendship; and
- Improving health, social-well-being and social cohesion and encouraging discipline, teamwork and a competitive spirit.

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Sport, IP and Development



(Photo: hanohikirf / Alamy Stock Photo)



WIPO leads work in establishing a balanced and effective international IP system that supports sports innovation for the benefit of all.

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ទិវាកម្មសិទ្ធិបញ្ញា ពិភពលោក



1

Presented by Mr. OP RADY

Director of Department of Intellectual Property

Ministry of Commerce

What is IP?

**Why IPs are important for sports
Nowadays?**

What is IP?

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- ❖ Intellectual Property (IP) is the creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
- ❖ Industrial Property:
 - Trademark,
 - Geographical Indications (GI),
 - Trade secrete
 - Patent,
 - Utility Model,
 - Design,
 - Plant Variety
- ❖ Copyright and Related Rights

Why IP Rights?

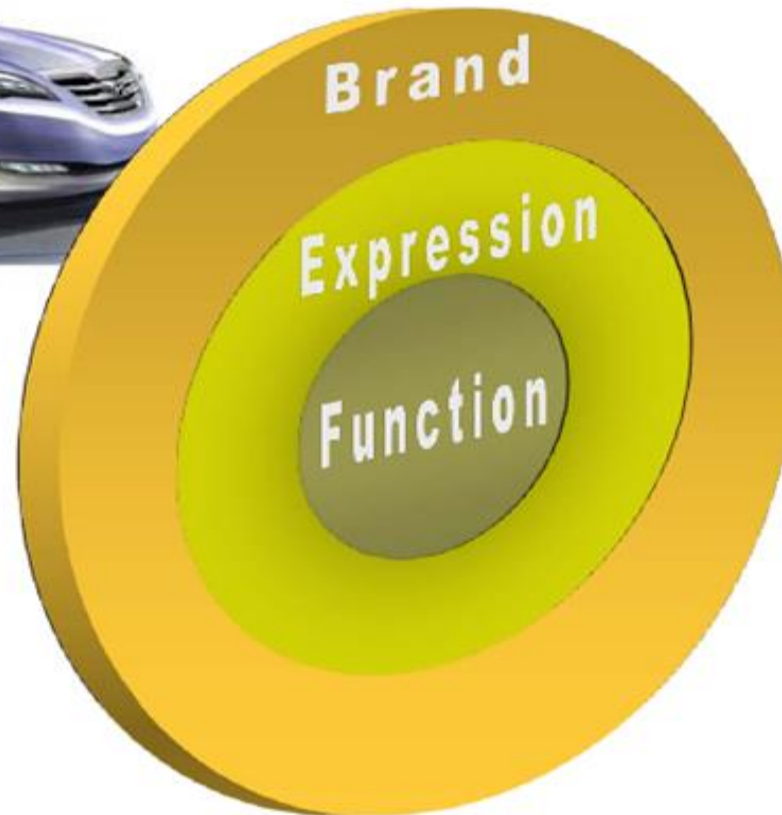
4

- ❖ The main purpose of IP rights is to encourage more innovation and creativity by making sure that inventors and creators get a fair reward for their work,
- ❖ Most IP rights last for a limited time,
- ❖ Granted when certain conditions are met,
- ❖ IP rights provide the exclusive rights to the right holders to stop other people from copying or using their IP without their permission,
- ❖ Rights holders are able to charge a price for using theirs IP.

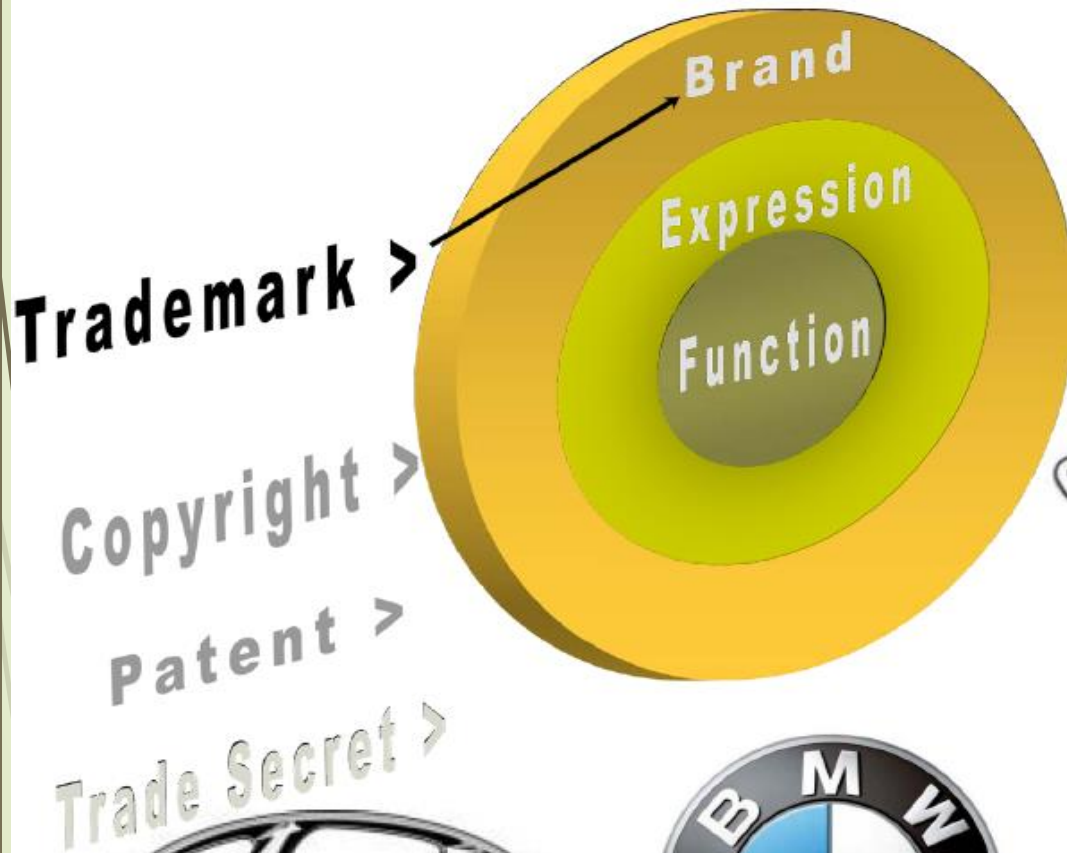
Product Value



9994



Brand



Brand

Name Mark

“iPod”, “Nano”, “iTunes”

Logo

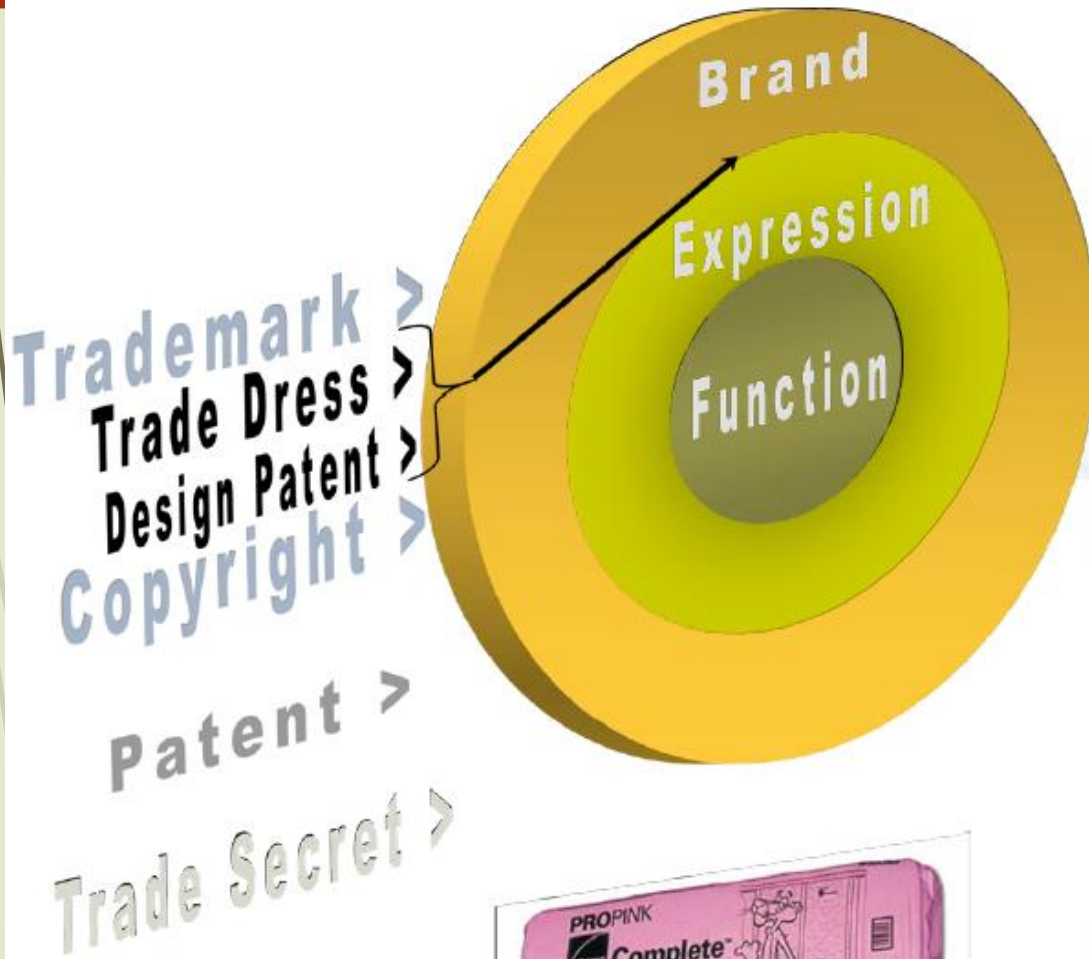


Slogan

“Just Do It”

Trademark

Brand



The Connection between IP and Sports

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- ❖ IP rights encourage innovation and creativity in all areas, including in sports.
- ❖ More innovation and creativity in sports means access to a continuous flow of new ways to enhance athletic performance and our enjoyment of sports—better equipment, more business opportunities, more jobs and a fabulous fan experience.

Patents and Inventions

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- ❖ Innovative technologies (protected by patents) are taking sports to new heights.
- ❖ These new technologies are transforming sport to the sport nowadays and the future.
- ❖ It improves the performance, competition, involvement, development of sport and sport industry.

Patents and Inventions

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- ❖ Smart sports equipment embedded with Innovative technologies
- ❖ Improve the performance of athletes,
- ❖ Allow athletes and their trainers to track and evaluate performance and identify areas for improvement,
- ❖ Make sports safer and reduce the risk of injury for athletes and sports' lovers at all levels.

Patents and Inventions

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Design

13

- ❖ Design makes a product, and a sports event, more attractive and appealing to consumers,
- ❖ Plays a critical role in adding commercial value,
- ❖ Making the product or the event more attractive and marketable.

Design

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Trademark and Branding, and Sports

15

- ❖ Enable businesses to build up their reputation and stand apart from competitors,
- ❖ Are powerful and indispensable marketing tools,
- ❖ Strategic use trademarks in sport industry open up significant commercial opportunities to generate income through sport **sponsorship, licensing, merchandising.**

Trademark and Branding, and Sports

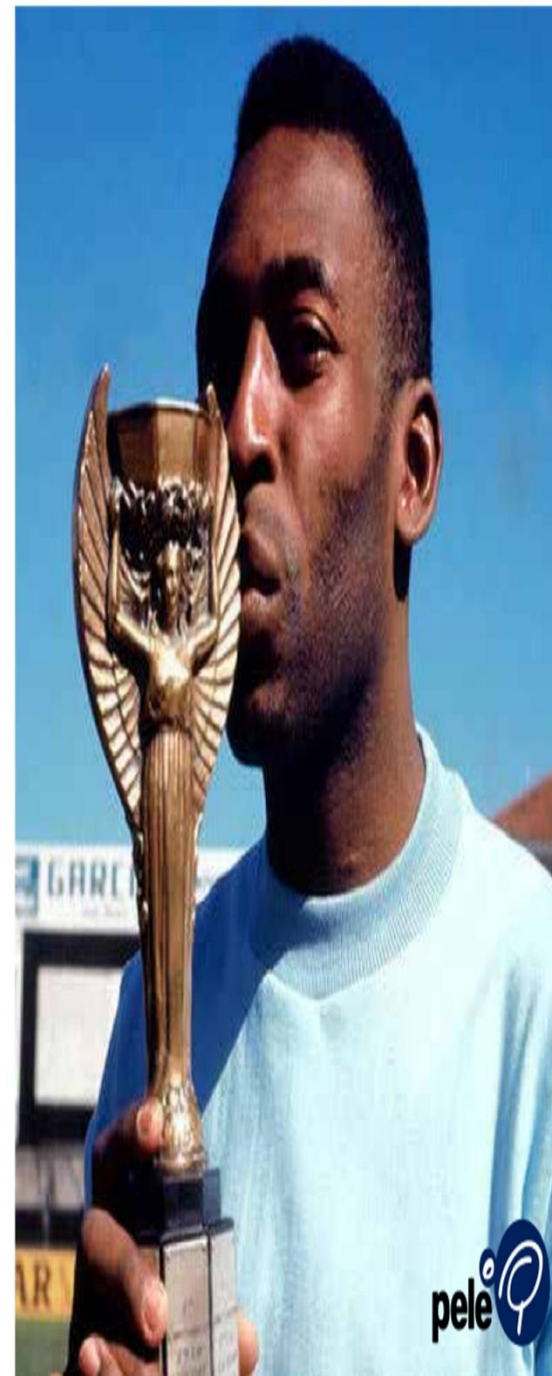
16

- ❖ Famous sport personalities leverage their personal brands through their sporting success to generate significant revenue,
- ❖ Companies often pay millions of dollars for sports (and other) high-profile personalities to endorse their products,
- ❖ Some develop product bearing the athlete's name.

Trademark and Branding, and Sports

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Copyright and Broadcasting

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- ❖ Sport organizations depend on broadcasters to broadcast their sport events and engage fans worldwide,
- ❖ Media companies pay huge amount of money for the exclusive right to broadcast top sports events live,
- ❖ The sale of broadcasting and media rights is the largest source of revenue for most sports organizations.
- ❖ Copyright and related rights is the safeguard mechanism to protect the right owners from any violation and unauthorized use these broadcast rights.

Copyright and Broadcasting

20

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The Main Players in the Field

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- ❖ Organizers of sports events,
- ❖ Sports federations,
- ❖ Athletes, teams and their trainers,
- ❖ Manufacturers of sports equipment,
- ❖ Broadcasters and other media platforms,
- ❖ Corporate sponsors,
- ❖ Sports fans.



សិក្ខាសាលាស្តីពី
តួនាទីប្រព័ន្ធកម្មសិទ្ធិបញ្ញាសម្រាប់លើកកម្ពស់ការវិនិយោគ

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ព័ត៌មាន ព្រឹត្តិការណ៍

Announcement 08/01/2019

Intellectual Property Right Seminar in Phnom Penh *How to distinguish counterfeit product*06/12/2018

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ចុះឈ្មោះ មូល ផែនទីគេហទំព័រ

Total visitor

**THANK YOU FOR
YOUR ATTENTION**

Tel:

https://www.wipo.int/ip_sports.html



ទិវាកម្មសិទ្ធិបញ្ញា

IP Day in Cambodia




WORLD IP DAY
 APRIL 26 2019

Friday, 26 April 2019, Time: 4.00 pm- 5.30 pm
 Venue: Training room, 100 NCL Innovation Park, Pune

Reach for Gold: IP and Sports
 On the occasion of WORLD IP DAY

Role of Intellectual Property in Sports
 Learn from the Biomedical, Sports and wearable's startups about their journey
 Panel Discussion with Experts from Industry

For whom:
 Entrepreneurs/tech start-ups/ MSMEs/ Investors developing software and related products in various sectors
 Technology/IP Managers/Patent Professionals/ Innovation Officers
 Students of IPR, Patent Law, Mechanical Engineering

Free talk; Open to all; Register here: <http://bit.ly/ipworldday>

ភ្នំពេញ, ថ្ងៃទី ២៦ ខែ មេសា ឆ្នាំ ២០១៩





កម្មសិទ្ធិបញ្ញានិងកីឡា

ដោយ

ង៉ែត វិបុល

អគ្គនាយករង ឧស្សាហកម្ម

ទទួលបន្ទុកការងារកម្មសិទ្ធិឧស្សាហកម្ម

ក្រសួងឧស្សាហកម្ម និងសិប្បកម្ម



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For whom:
Entrepreneurs/ tech start-ups/ MSMEs/ Inventors developing software and related products in various sectors
Technology/IP Managers/Patent Professionals/ Innovation Officers
Students of IPR, Patent Law, Mechanical Engineering

Free talk; Open to all; Register here: <http://bit.ly/ipworldday>

មាតិកា

- I. អត្ថន័យនៃកម្មសិទ្ធិបញ្ញា
 - 1. កម្មសិទ្ធិបញ្ញា
 - 2. មូលដ្ឋាននៃការបង្កើតច្បាប់កម្មសិទ្ធិបញ្ញា

- II. ទំហំកម្មសិទ្ធិបញ្ញា
 - 1. ប្រភេទនៃកម្មសិទ្ធិបញ្ញា

- III. ការគ្រប់គ្រងកម្មសិទ្ធិបញ្ញានៅកម្ពុជា
 - 1. ក្រសួងពាណិជ្ជកម្ម
 - 2. ក្រសួងឧស្សាហកម្ម
 - 3. ក្រសួងវប្បធម៌ និង វិចិត្រសិល្បៈ





IV. ក្រុមខណ្ឌក្រសួងឧស្សាហកម្ម និងសិប្បកម្ម

1. រចនាសម្ព័ន្ធគ្រប់គ្រង
2. ទំហំការងារអនុវត្ត
3. មូលដ្ឋានច្បាប់សម្រាប់កិច្ចការពារកម្មសិទ្ធិបញ្ញា

V. តម្លៃនៃកិច្ចការពារកម្មសិទ្ធិបញ្ញាសម្រាប់ការស្រាវជ្រាវ និង អភិវឌ្ឍ

1. ប្រយោជន៍ធ្វើឱ្យវិកលុតលាស់អាជីវកម្មតាមរយៈតម្លៃកម្មបញ្ញា (Business Development by Value of IP)
2. ជម្រុញការរីកចម្រើនផ្នែកបច្ចេកវិទ្យា, ពង្រីកផលិតកម្ម និងឧស្សាហកម្ម

IV. ការពង្រឹងកិច្ចការពារកីឡាសិទ្ធិឧស្សាហកម្ម

1. កិច្ចប្រតិបត្តិការណ៍ក្រៅប្រទេស
2. អនុវត្តយុត្តិសាស្ត្រជាតិកីឡាសិទ្ធិបញ្ញា និងគោលនយោបាយអភិវឌ្ឍឧស្សាហកម្ម



១. អត្ថន័យនៃកម្មសិទ្ធិបញ្ញា

១. កម្មសិទ្ធិបញ្ញា

កម្មសិទ្ធិបញ្ញាតាមន័យទូលាយ គឺជាសិទ្ធិស្របច្បាប់ដែលទទួលបានពីលទ្ធផលនៃសកម្មភាពបញ្ញានៅក្នុងវិស័យឧស្សាហកម្ម វិស័យវិទ្យាសាស្ត្រអក្សរសាស្ត្រ និង

វិស័យសិល្បៈ។

២. មូលដ្ឋាននៃការបង្កើតច្បាប់កម្មសិទ្ធិបញ្ញា

- ផ្តល់សិទ្ធិខាង សីលធម៌ និងសិទ្ធិខាង សេដ្ឋកិច្ច ដល់អ្នកបង្កើត ក្នុងការបង្កើត ស្នាដៃរបស់គេ និងសិទ្ធិផ្សព្វផ្សាយស្នាដៃទាំងនោះដល់សាធារណៈ។
- ជំរុញគោលនយោបាយរបស់រាជរដ្ឋាភិបាលក្នុងការបង្កើតកត្តាកម្ម ឬប្រឌិតឡើងផ្សព្វផ្សាយ និងអនុវត្តលទ្ធភាព និងលើកទឹកចិត្តពាណិជ្ជកម្មស្មោះត្រង់ដែលជាការរួមចំណែកដើម្បីអភិវឌ្ឍសេដ្ឋកិច្ច និងសង្គម។

II. ទំហំកម្មសិទ្ធិបញ្ញា

1. ប្រភេទនៃកម្មសិទ្ធិបញ្ញា

- កម្មសិទ្ធិឧស្សាហកម្ម :

- ❖ ប្រកាសនីយបត្រតក្កកម្ម, វិញ្ញាបត្តបត្រម៉ូដែលមានអត្ថប្រយោជន៍ (Patent, Utility model certificate = Petty Patent)

- ❖ គំនូរឧស្សាហកម្ម (Industrial design)

- ❖ គំនូរសម្រាប់រចនាសៀគ្វីបង្រួម (Layout Design of Integrated Circuits)

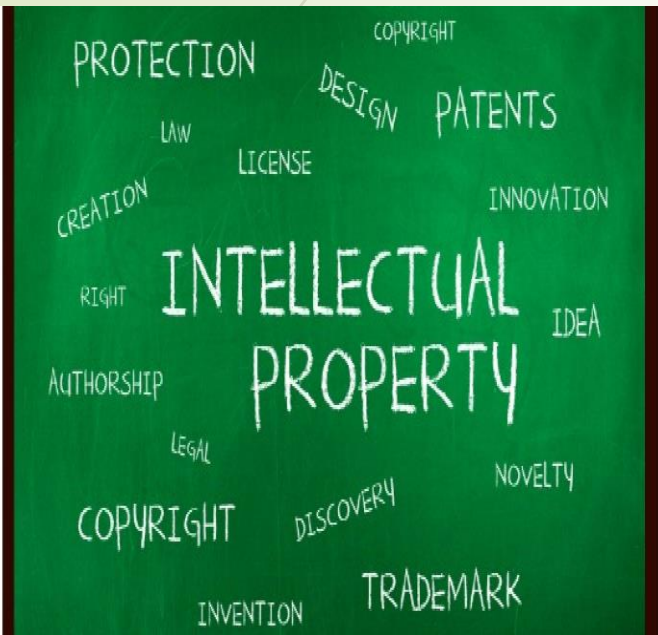
- ❖ សិទ្ធិអ្នកបង្កាត់ពូជដំណាំ (Plant Breeders' Rights)

- ❖ ម៉ាក (Mark)

- ❖ ការចង្អុលបង្ហាញភូមិសាស្ត្រទំនិញ (Geographical Indication / Appellation of Origin)

- ❖ ការសម្ងាត់ពាណិជ្ជកម្ម (Trade Secret)

- សិទ្ធិអ្នកនិពន្ធ/ សិទ្ធិចម្លង (Copy Rights)





III. ការគ្រប់គ្រងកម្មសិទ្ធិបញ្ញានៅកម្ពុជា

1. ក្រសួងពាណិជ្ជកម្ម



- ❖ ម៉ាក (Mark)
- ❖ ការចង្អុលបង្ហាញភូមិសាស្ត្រទំនិញ (Geographical Indication / Appellation of Origin)
- ❖ ការសម្ងាត់ពាណិជ្ជកម្ម (Trade Secret)

2. ក្រសួងឧស្សាហកម្ម

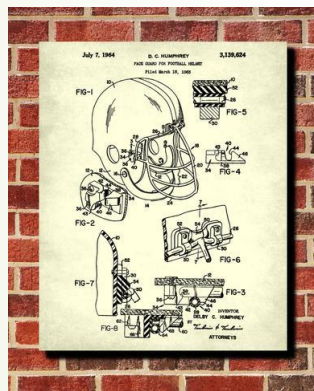
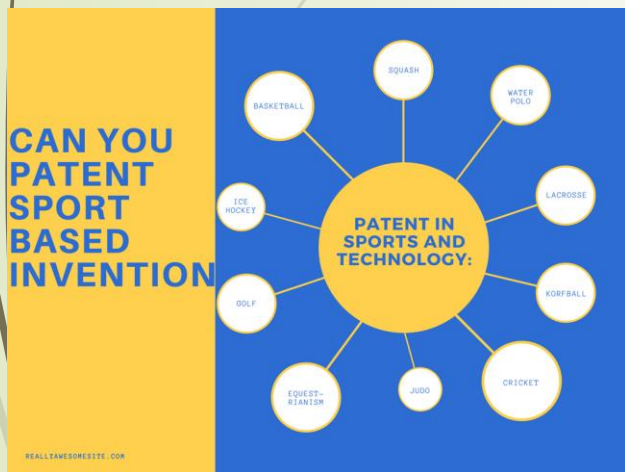
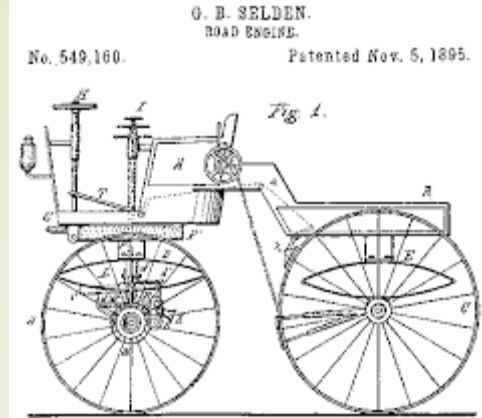


- ❖ ប្រកាសនីយបត្រតក្កកម្ម, វិញ្ញាបត្តបត្រម៉ូដែលមានអត្ថប្រយោជន៍ (Patent, Utility model certificate = Petty Patent)
- ❖ គំនូរឧស្សាហកម្ម (Industrial design)
- ❖ គំនូរសម្ព័ន្ធនៃសៀគ្វីបង្រួម (Layout Design of Integrated Circuits)
- ❖ សិទ្ធិអ្នកបង្កាត់ពូជដំណាំ (Plant Breeders' Rights)

2. ទំហំការងារអនុវត្ត

ប្រកាសនីយបត្រតក្កកម្ម, វិញ្ញាបត្តបត្រម៉ូដែលមានអត្ថប្រយោជន៍

(Patent, Utility model certificate = Petty Patent)



- ការពារកម្មសិទ្ធិលើការច្នៃប្រឌិតនិង បង្កើតថ្មី លើគ្រប់បច្ចេកវិទ្យា
- ការពាររយៈពេល២០ឆ្នាំ



កម្មសិទ្ធិឧស្សាហកម្ម INDUSTRIAL PROPERTY

គំនូរឧស្សាហកម្ម (Industrial Designs)



- ការពាររាងផ្សេង របស់ផលិតផល
- ការពាររយៈទំនាក់ + ទំនាក់ + ទំនាក់ = ១ទំនាក់



គំនូសបង្ហាញនៃសៀគ្វីបង្រួម
(Layout Design of Integrated Circuits)

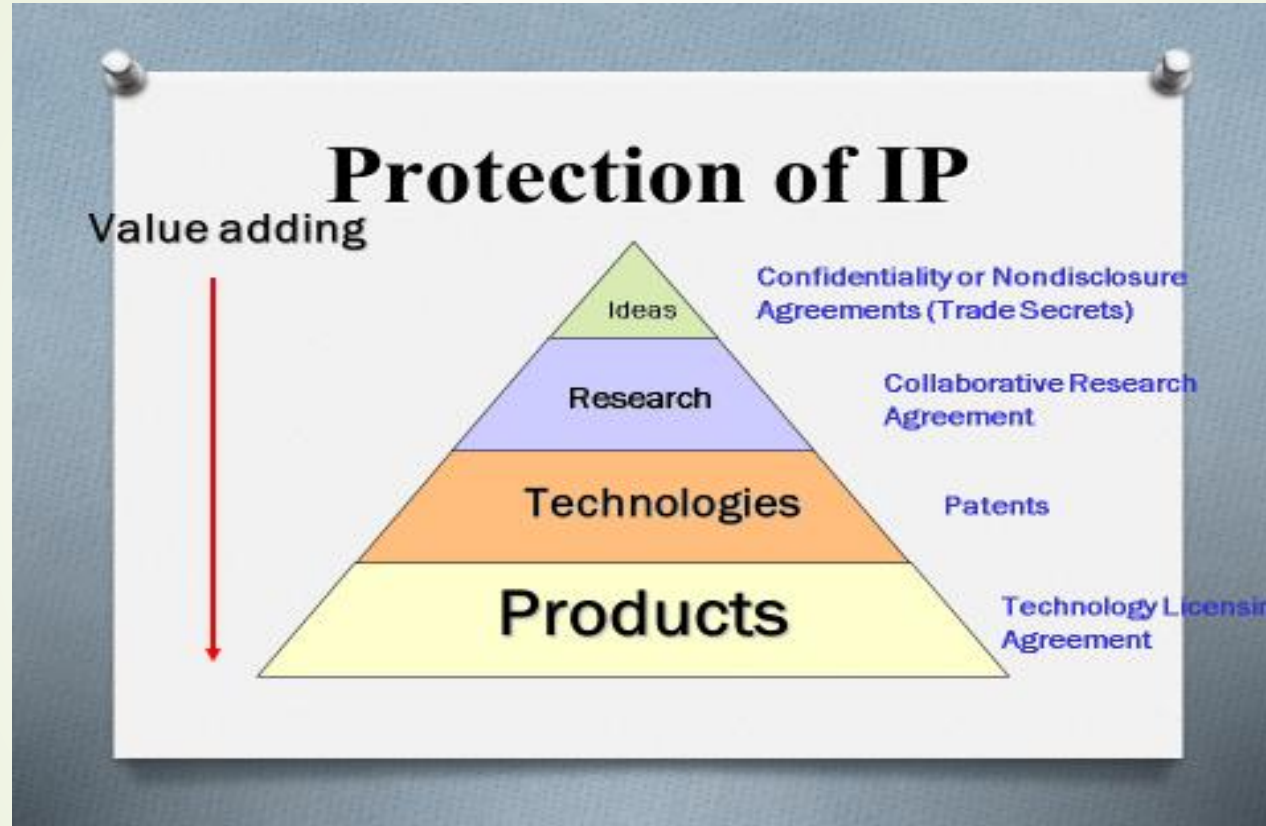
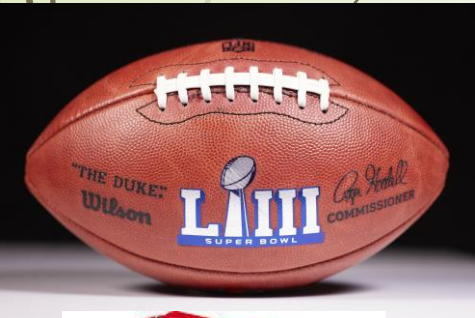


- ការពារគំនូសបង្ហាញនៃសៀគ្វីបង្រួម
- រយៈពេល១០ឆ្នាំ



ជំរុញការច្នៃប្រឌិតនិង បង្កើតថ្មី

(Promotion of Innovation and) creativity)



IV. តម្លៃនៃកិច្ចការពារកម្មសិទ្ធិបញ្ញាសម្រាប់ការស្រាវជ្រាវ និង អភិវឌ្ឍ

1. ប្រយោជន៍ធ្វើឱ្យវិកលុតលាស់អាជីវកម្មតាមរយៈតម្លៃកម្មបញ្ញា (Business Development by Value of IP)



- ផលិតផលមានគុណភាព
- បញ្ញាសិទ្ធិការពារល្អបំផុត ក្នុងបន្តិច
- ប្រកួតប្រជែងស្របច្បាប់



2. ជម្រុញការរីកចម្រើនផ្នែកបច្ចេកវិជ្ជា, ពង្រីកផលិតកម្ម និងឧស្សាហកម្មកីឡា



- អភិវឌ្ឍផលិតផលថ្មី
- កើនឡើងនូវសកម្មភាពច្នៃប្រឌិត
- អភិវឌ្ឍការសិក្សាស្រាវជ្រាវ និងអភិវឌ្ឍ
- បង្កើនផលិតកម្ម និងមូលដ្ឋានផលិតកម្ម
- បង្កើនការផ្ទេរបច្ចេកវិទ្យា



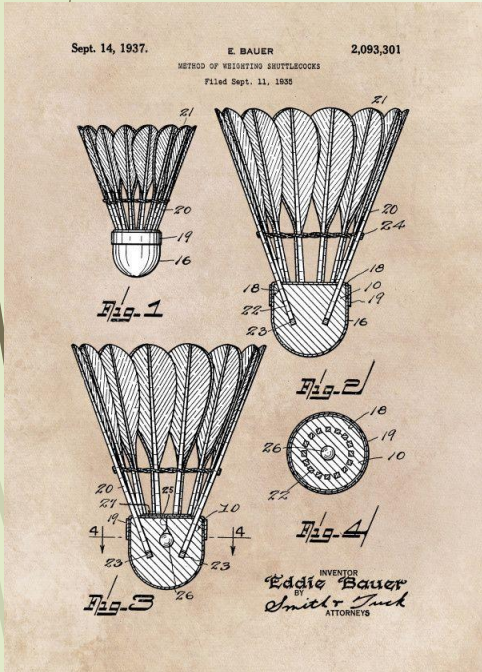
IV. ការពង្រឹងកិច្ចការពារកម្មសិទ្ធិឧស្សាហកម្ម



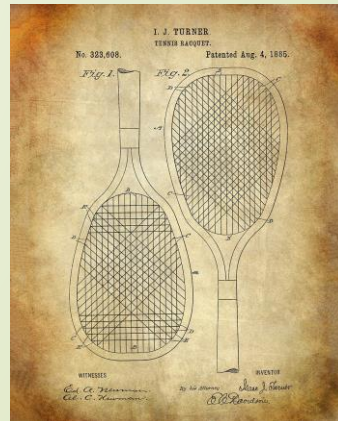
1. កិច្ចប្រតិបត្តិការណ៍ក្រៅប្រទេស

- អង្គការកម្មសិទ្ធិបញ្ញាពិភពលោក
- អង្គភាពកម្មសិទ្ធិបញ្ញាបណ្តាប្រទេសអាស៊ាន
- អង្គភាពកម្មសិទ្ធិបញ្ញាសិង្ហបុរី
- អង្គភាពប្រកាសបត្រកម្មជប៉ុន
- អង្គភាពកម្មសិទ្ធិបញ្ញាចិន
- អង្គភាពប្រកាសបត្រកម្មអឺរ៉ុប

2. កំពុងបន្តអនុវត្តយុត្តិសាស្ត្រជាតិកម្មសិទ្ធិបញ្ញា និងគោលនយោបាយអភិវឌ្ឍឧស្សាហកម្ម



អាជីវកម្ម
ខ្នាំងណាស់





Ministry of Culture and Fine Arts

Broadcasting Networks and
Sports that promote sports
and investment

April 26, 2019

By: Mr. SIM SATTA

Director, Copyright and Related Rights department

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E-mail: sim.satta2007@gmail.com





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

Outline

- I. Introduction
- II. Right of the Broadcasting Organization
- III. Current Status of Creative Industry of Broadcasting
Networks and Copyright Issues
- IV. Future Perspectives
- V. Conclusion

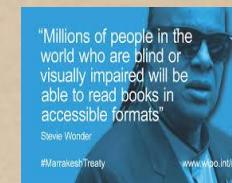
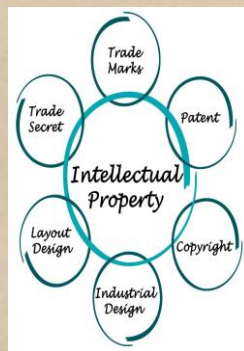
I. Introduction

- ❑ Law of Copyright has been adopted in 2003
 - Sub-decree n.234 : controlling of movie industry november 08, 2016
 - Sub-decree n.116: uniform and sign of movie industry controller July 25, 2005
 - Prakas n.112: Collective Management Organization(CMO) July 05, 2016
 - Announcement n.17 on Crack down all infringements on works no will on February 04, 2016
 - Announcement n.17-45 on urgent to cease all movie uploading on Facebook or YouTube and movie communicating to public without the visa from ministry of culture and fine arts April 29, 2018

❑ What is IPRs?

IPRs is wealth which created by human intellectual works and romance.

Member of International Treaties



Berne

Rome

TRIPS

Internet Treaty

Beijing

Marrakesh

1886

1961

1994

1996

2012

2013



II. Right of the Broadcasting Organization

- Broadcasting Organization consist of radio, television, and cable television station or Satellite. [Art.2 (n)]
- Broadcasting Organization have exclusive right to undertake or authorize the fixation of its broadcast, communication to the public, re-broadcasting, reproduction, distribution of first lease of the copy of its broadcast. (Art. 47)

III. Current Status of Creative Industry of the Broadcasting Networks and Copyright Issues

□ Statistic of Broadcasting Networks

- ❖ TV Station 21
- ❖ Cable TV Station 110
- ❖ TV and Radio Online 128
- ❖ Radio Satellite 121
- ❖ Newspaper and Magazine 812 (Online 12)

(Department of Audio Visual of Mol)

TV is biggest driver in global sport league revenue

<https://globalsportmatters.com>

1. National Football League (NFL)



(Photo by Justin Edmonds/Getty Images)

the NFL will collect \$54.6 billion from TV contracts with FOX (runs from 2014-2022), CBS (2014-2022), NBC (2014-2022), ESPN (2014-2021) and DirecTV (2015-2022). and The NFL's national TV deal with ESPN is worth a total of 15.2 billion U.S. dollars from 2014 to 2021

2. Major League Baseball



(Photo by Visions of America/UIG via Getty Images)

the Los Angeles Angels, collected more than \$100 million (\$118) in TV revenue in 2016 and grossed a little more than \$10 billion in 2017.

3. English Premier League

ST



Paul Pogba of Manchester United is one of the biggest stars in the global league.
(Photo by Matthew Peters/Man Utd via Getty Images)

The Premier League's TV contract, [agreed to in 2016](#), runs through the 2019 season and is worth £10.4 billion (\$13.6 billion), which is distributed among the 20 member clubs. In that deal, £5.3 billion is for domestic TV rights. The rest is from overseas rights

<https://globalsportmatters.com>.

❑ The Potential of Sports Transmitted by Broadcasting Networks in Cambodia

❖ Football Match Live



❖ Khmer Traditional Boxing (Kun Khmer)



□ Copyright Issues

- Understanding of copyright in Cambodia is limited
 - No Collective Management Organization
 - No IP Court
 - Online Violation

IV. Future Perspectives

- ❑ Update Law and Regulations concerning to the Broadcasting Organization
- ❑ Establish CMO of Broadcasting Organization (Art.56)
- ❑ Capacity Building and Public Awareness

IV. Conclusion

- មានស្នាដៃ (ផលិតផលវប្បធម៌) ទើបអត្តសញ្ញាណវប្បធម៌ ជាតិត្រូវបានរំលេចក្នុងប្រទេស និងអន្តរជាតិ

National cultural identities have been highlighted in the country and in the international arena if Cambodia has a lot of Cultural Products.

- កម្ពុជាមានច្បាប់សិទ្ធិអ្នកនិពន្ធហើយ យើងត្រូវតែបង្កើត អង្គការគ្រប់គ្រងសិទ្ធិរួម

Cambodia CR Law was adopted in 2003, We must be Established the CMOs.

អគុណនូវការយកចិត្តទុកដាក់ក្នុងការស្តាប់



ក្រុមហ៊ុន អេស៊ីដា
C.M.A. O.T.A
1801 SORRY DAVID

Thank You For Your Kind Attention!