

Intellectual Property and Sports: On Your Marks, Get Set, Innovate!

Cairo Jennings

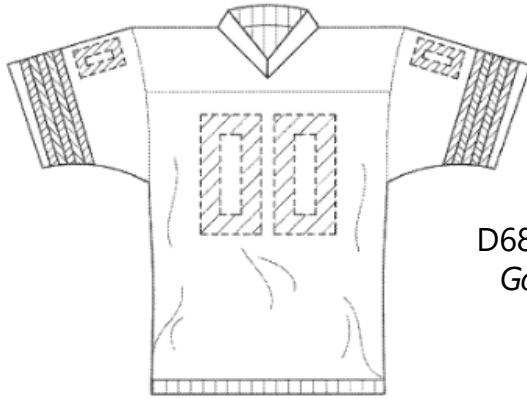
IP Attaché for Mercosur

June 2, 2026

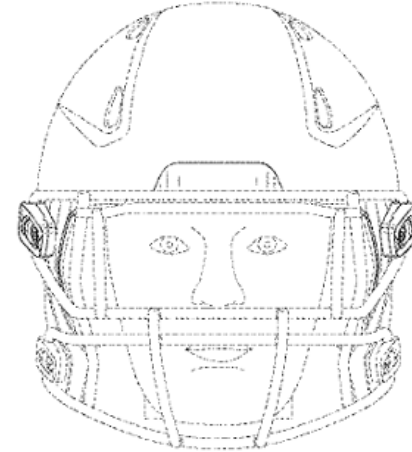
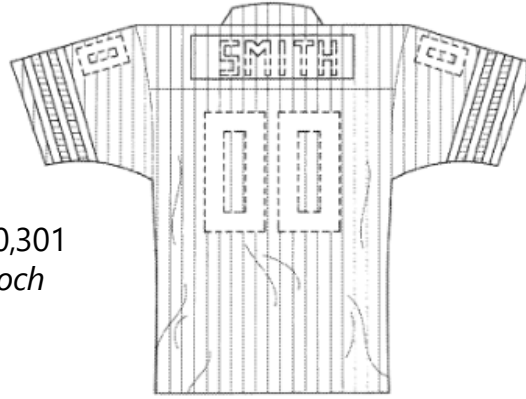


UNITED STATES
PATENT AND TRADEMARK OFFICE ®

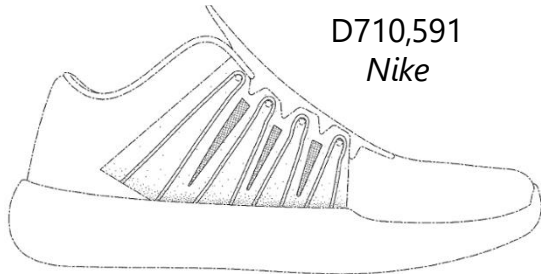
Design Patents (*Ornamental Designs*)



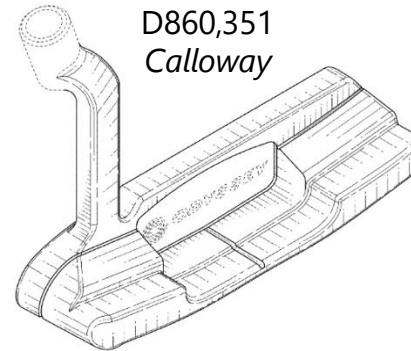
D680,301
Gooch



D838,922
Riddell



D710,591
Nike

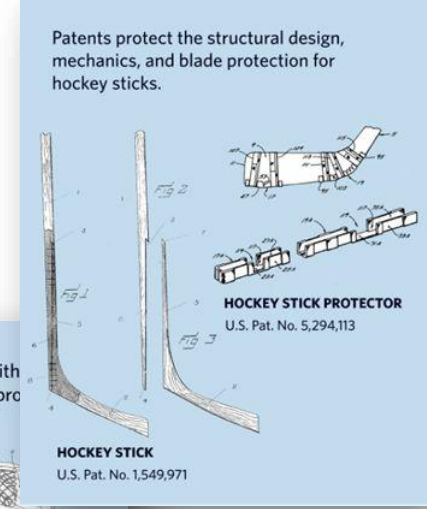
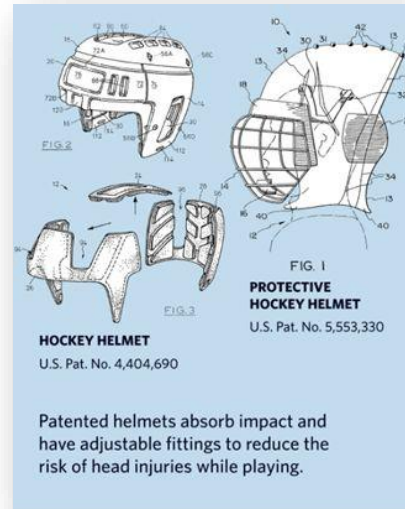


D860,351
Calloway

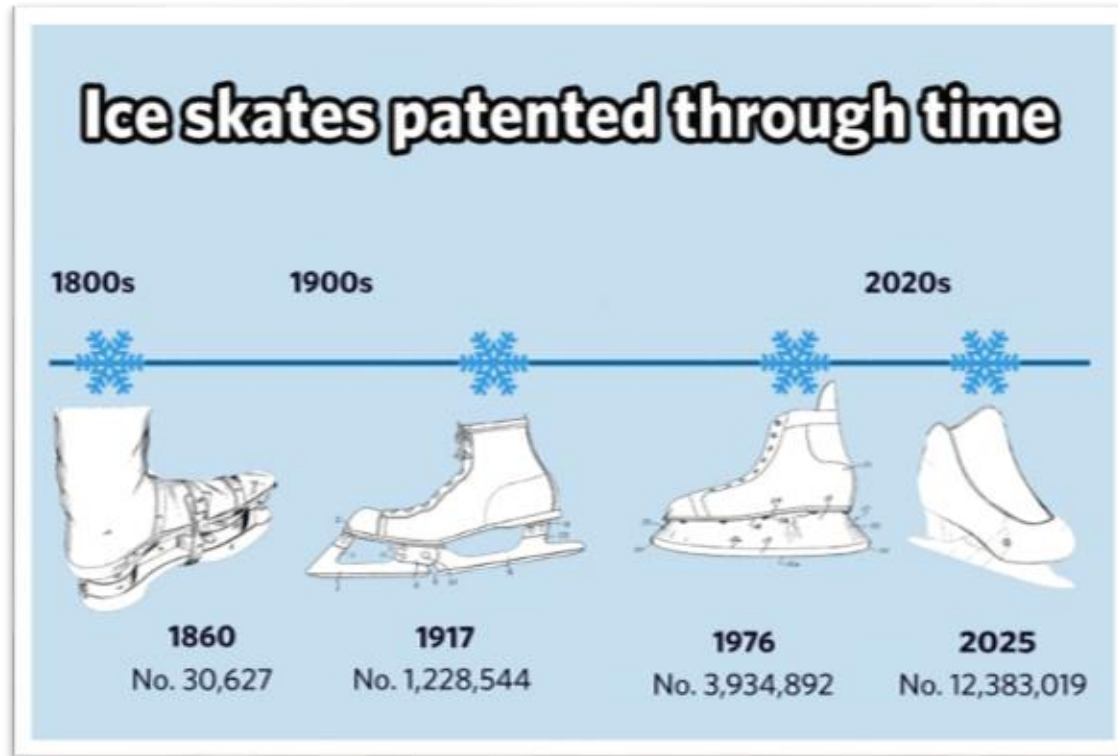
Utility Patents (*Inventions*)



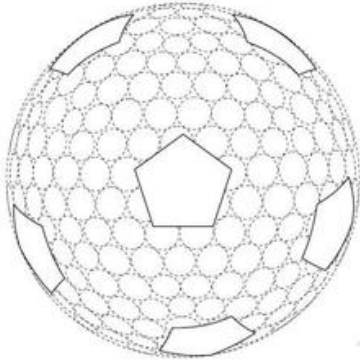
Utility Patents (*Inventions*)



Utility Patents (*Inventions*)



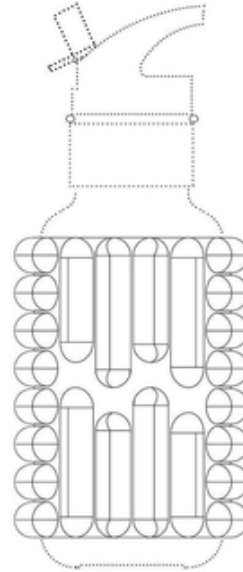
Trade Dress (*Source Identification*)



Reg. No. 5,737,202
Calloway



Reg. No. 4,065,482
Converse

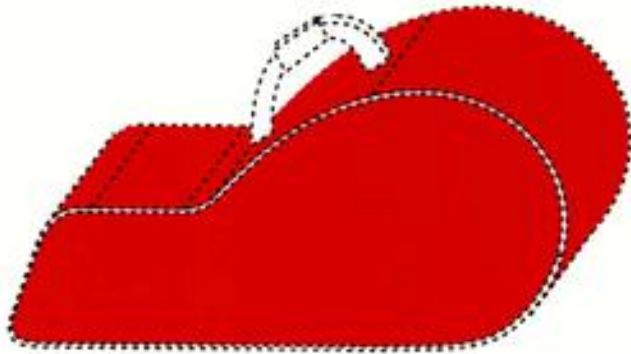


Reg. No. 7,847,070
Mobot



Reg. No. 2,376,466
Zamboni

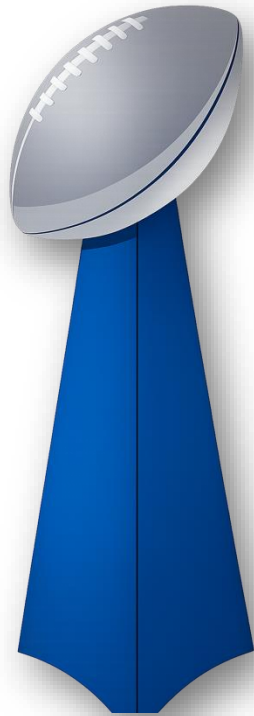
Color Mark (*Source Identification*)



Reg. No. 3,155,678
Wilson



Case Study: NFL **SUPERBOWL**





Reg. No. 1,226,261
Registered Feb. 1, 1983

For: PROMOTING INTEREST, EXCELLENCE AND SPORTSMANSHIP IN PROFESSIONAL FOOTBALL THROUGH THE MEDIUM OF AN ANNUAL AWARD, in CLASS 41 (U.S. CL. 107).

SUPER BOWL

Reg. No. 882,283
Registered Dec. 9, 1969

For: ENTERTAINMENT SERVICES IN THE NATURE OF FOOTBALL EXHIBITIONS, in CLASS 107 (INT. CL. 41).



Reg. No. 1,056,303
Registered Jan. 11, 1977

For: ASSOCIATION SERVICES—NAMESLY, PROMOTING THE INTERESTS OF MEMBER FOOTBALL CLUBS, SCHEDULING GAMES, AND PROMOTING INTEREST IN FOOTBALL—in CLASS 42 (U.S. CL. 107)

SUPER SUNDAY

Reg. No. 1,406,345
Registered Aug. 19, 1986

FOR: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITION, IN CLASS 41 (U.S. CL. 107).





Entertainment services in the form of professional football games and exhibitions

Reg. No.

1.069.459

BRING ON THE 12

Arranging for ticket reservations for shows and other entertainment events

Reg. No.

3,540.842



Entertainment services in the nature of a team mascot for a professional football team

Reg. No.

2,375.925



Trading cards, posters, post-cards, calendars, and more.

Reg. No.

1.850.666



FOREVER
NEW ENGLAND

Entertainment services, providing expert commentary on sports events via Internet

Reg. No.

7.196.832

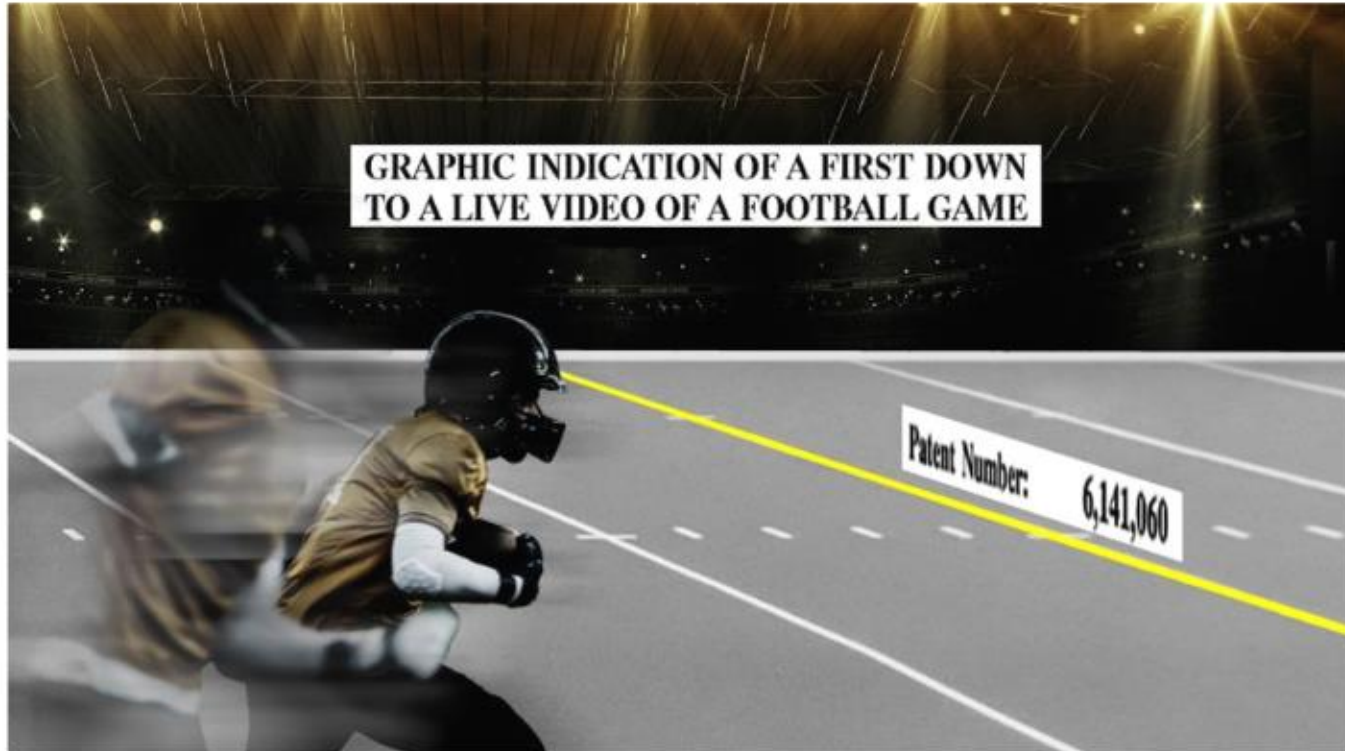


Ear warmers, gloves, headwear, jackets, scarves, shirts, sweat shirts, t-shirts, ties, tops, wristbands

Reg. No.

4,282.708

**GRAPHIC INDICATION OF A FIRST DOWN
TO A LIVE VIDEO OF A FOOTBALL GAME**



BACKGROUND OF THE INVENTION

The "Instant Replay" was introduced in 1963 by Applicant. Its purpose is to review action that has taken place in a live event, immediately after the action occurs. Since then, the Instant Replay has been in continual use as a form of video review, from the announcer's point of view, during a sporting event.





Don't Forget
Copyrights!



Thank you!

Cairo Jennings

IP Attache for Mercosur

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www.uspto.gov