

PROTECTING INNOVATION AND CREATIVITY IN SPORT

Summary

This online event will explore the importance of IP and brand protection to ensure innovations succeed.

We'll discuss:

- The benefits of being in full control with ongoing brand protection, especially given the increase in AI-accelerated and POD threats.
- Deep dive into Amazon's Brand Registry as a dynamic enforcement platform that empowers trademark owners to take swift action against infringing listings.

Speakers:



Mary Kernohan
Chief Commercial
Officer at
SnapDragon



Tiphaine Grosse
Global Brand
Engagement
Manager at Amazon



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Agenda:

1. Why IP and Brand protection enables creativity and innovation to flourish benefits of being in full control even before products are launched.
2. The benefits of being in full control of your IP & Brands.
3. Busy 12 months of sport innovations – Olympics, NFL, Wimbledon, using AI and immersive tech what this has meant for brand threats.
4. Why collaboration across the industry matters to protect innovation – the fight against the common enemy.
5. Importance of brands being registered with Amazon and the protection this provides.
6. Combatting Financial & Reputational Damage.