

PRIME TIME PROTECTION: Mastering the Playbook of Sports Trademarks
Presented by Leigh Augustine
Prepared for the Colorado Bar Association
Sports & Entertainment Section

August 29, 2024

Outline:

1. Update and status of trademarks for sports teams
2. Trademark Submarining/“Name the team” contests using section 44(d)
3. Liquid Death vs. Arnold Palmer
4. Mascot protection
5. Use of Marks in Name, Image and Likeness (NIL) deals
6. Coach Prime’s Trademarks

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Current Status of Sports Trademarks

Date of Program:

1/1/2024

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8/20/2024

Course ID:

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Program Type:

Home Study

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