



# How much Intellectual Property *is on show* in Esports?



The League of Legends®  
world championships  
regularly attract  
viewership rivalling the  
Superbowl®.

Let's dive into the IP >

# Trade Marks

The names, logos, and slogans of athletes, teams and developers are on prominent display and may be protected via a trade mark. Examples of trade marks include:

**Player gamer tags and  
“League of Legends®”**



# Patents

Inventions such as the on-screen player targeting and movement interface and the systems driving under-the-hood matchmaking services may be suitable for protection via a patent.



# Designs

From the look of gaming chairs, to the ergonomic shaping of gaming equipment such as controllers, keyboards and mice, registered designs may be used to protect the visual appearance of a product.



# Copyright

The underlying code and artwork associated with games, as well as the online broadcast of Esports events may be the subject of copyright protection.



To **learn more** about how innovation and IP shapes the world of Esports, visit us here.

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