



How much
Intellectual Property
is on show
on and off the pitch?



This year's Australian summer of cricket sees the English men's team travel to Australia for the latest installment of The Ashes[®].

Let's dive into the IP >

Trade Marks

Words, logos, slogans and other signs representing brands may be protected via a trade mark. Examples of registered trade marks include:

**“The Boxing Day Test[®]”
and “The Ashes[®]”**

In Australia “The Ashes[®]” and “The Boxing Day Test[®]” are both registered trade marks of Cricket Australia.



Patents

Inventions such as smart cricket balls with integrated spin sensors or neck protectors aimed at preventing serious head injuries may be secured through patent protection.



Designs

Ranging from the scooped design of this season's latest bats, the shape of a storage container that can double as a set of wickets and mascots, registered designs are used to protect the visual appearance of a product.



Copyright

Creative works such as aspects of video games developed around cricket, and broadcasts of cricket matches may be the subject of copyright protection.



To **learn more** about the innovation and IP behind our favourite sports, visit us here.

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