



How much **Intellectual Property** *is on show* on and off the slopes?



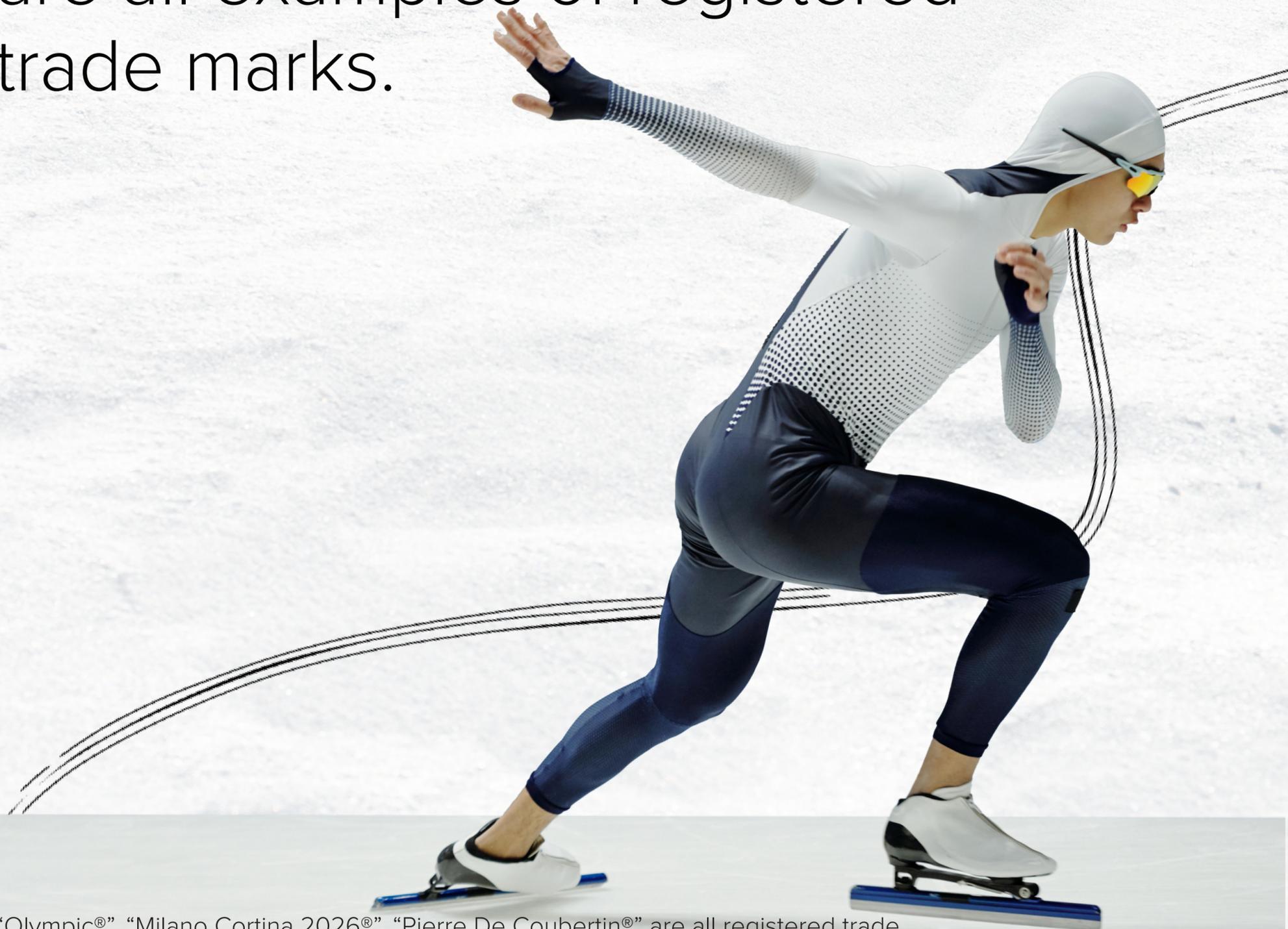
The Winter Olympics[®] are the pinnacle of winter sport, where the best competitors from around the globe battle it out for Olympic[®] glory.

Let's dive into the IP >

Trade Marks

Words, logos, slogans and other signs representing brands may be protected via a trade mark.

“Milano Cortina 2026[®]”, “Pierre De Coubertin[®]” and “Team Australia[®]” are all examples of registered trade marks.



“Olympic[®]”, “Milano Cortina 2026[®]”, “Pierre De Coubertin[®]” are all registered trade marks of the Comité International Olympique. “Team Australia[®]” is a registered trade mark of the Australian Olympic Committee, Inc.

Patents

Inventions such as a new quick-release binding for downhill skiing and a process of producing artificial snow and ice for bobsleigh, luge, and course tracks may be protected via a patent.





Designs

Ranging from the aerodynamic design of a ski jumper's helmet to the overall cuteness of the official Olympic[®] mascots, registered designs may be used to protect the visual appearance of a product.

Copyright

Creative works such as video games developed around the Olympic Games[®] generally, as well as the televised broadcast may be the subject of copyright protection.



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