



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



The Australian Open<sup>®</sup> is the first grand slam of the year, and will see the best players in the world take to the court.

Let's dive into the IP >

# Trade Marks

The name, logo, and slogans of brands are on prominent display on and off court and may be protected via a trade mark. Examples of registered trade marks include:

**“Australian Open<sup>®</sup>”  
and “AO<sup>®</sup>”**



“The Australian Open<sup>®</sup>” and “AO<sup>®</sup>” are both registered trade marks of Tennis Australia.

# Patents

Inventions such as the automated line-calling system that has largely replaced line judges, to a new rubber composition that is designed for use in tennis balls may be suitable for protection via a patent.



# Designs

Ranging from the cuts of the on-court apparel worn by players and umpires to the sewing pattern that is associated with match balls, registered designs may be used to protect the visual appearance of a product.



# Copyright

Creative works such as aspects of video games and mobile apps developed around the Australian Open<sup>®</sup>, as well as broadcasts of the event may be the subject of copyright protection.



To **learn more** about the technology and IP behind the way we play, watch and experience sports, visit us here.

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