

# THE SPORTS LAW PLAYBOOK

## INITIAL LEGAL OVERVIEW OF SPORTS RIGHTS CENTRALIZATION

### Marketing Rights

- **Merchandising rights** allow the logo or brand or name to be affixed to products such as T-shirts or caps and then sold.
- **Sponsorship rights** grant sponsors all kinds of communicative usage options to increase awareness and improve or sharpen the image.
- **Advertising rights** grant opportunities to advertise products/services for direct sales.

### Media Rights

- These are the rights to market/broadcast a sporting event in the media, and also the right to produce the corresponding TV signal by a host broadcaster.
- A distinction is made between national / international media rights, live rights, subsequent exploitation rights, archive rights (for commercial licensing and film(-like) projects).

### Event Rights

- This refers to the rights to hold an event (usually taking into account some specifications of the sports organization responsible for the event).
- This is a fundamental right, which, depending on the sport and contract, gives the beneficiary no or a very large degree of creative freedom.

### Which rights to centralize?

Not all rights make sense for centralization. Focus first on which rights—media, marketing, event, or betting—can realistically be bundled (and potentially which subcategories of these). Consider contract terms, ownership, contract/rights dependencies, and existing obligations. Align with stakeholder interests and feasibility. Strategic selection is key.

# Sports Image Rights In Europe

**Y Pai**



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web determine the final temperature and state of the ammonia once the system reaches equilibrium assuming that no heat is lost to the surroundings use the information below normal boiling point of  $\text{NH}_3$  33 3 c  $\Delta h_{\text{vap}}$  23 4 kJ mol specific heat  $\text{NH}_3$  1 4 74 J g K specific heat  $\text{NH}_3$  2 06 J g K

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web apr 3 2023 the experiment described above can be summarized in a graph called a heating curve figure below figure 11 16 1 11 16 1 in the heating curve of water the temperature is shown as heat is continually added changes of state occur during plateaus because the temperature is constant

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web mar 29 2013 heating curves imagine that you have a block of ice that is at a temperature of 30 c well below its melting point the ice is in a closed container as heat is steadily added to the ice block the water molecules will begin to vibrate faster and faster as they absorb kinetic energy

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web once all of the material has solidified at the time indicated by point c the cooling will continue at a rate determined by the heat capacities of the two solids a and b the composition and of course the geometry of the experimental set up by measuring cooling curves for samples of varying composition one can map the entire phase

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