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# INTELLECTUAL PROPERTY, SPORTS & GAMING



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The IP, Sports and Gaming Practice is comprised of a seasoned team of lawyers and support staff. Our services cover the full spectrum of intellectual property, sports and gaming laws, both contentious and non-contentious. These include dispute resolution at all tiers of the courts, intellectual property portfolio and asset management, anti-counterfeiting programmes, brand protection and naming rights, digital contents, licensing and sponsorship of sports ventures, events broadcasting, market entry strategies, and regulatory requirements for the gaming industry.

## ***INTELLECTUAL PROPERTY***

### **TRADEMARK**

#### **HERMÈS PREVAILS IN THE U.S. NFT TRADEMARK INFRINGEMENT CASE AGAINST THE ARTIST MASON ROTHSCHILD**

Mason Rothschild will no longer be permitted to market his contentious “MetaBirkins” NFTs, according to a Manhattan federal judge's ruling.

<https://decrypt.co/146133/hermes-cements-trademark-win-over-metabirkin-nfts-with-permanent-ban>



#### **SEVEN NETWORK UNSUCCESSFUL IN LAWSUIT OVER THE 7NOW TRADEMARK, AN OPPORTUNITY FOR 7-ELEVEN DELIVERY SERVICE**

Due to Seven Network's failure to protect the “7Now” trademark, 7-Eleven is now free to utilise the name to start a food delivery service in Australia.

<https://www.theguardian.com/australia-news/2023/jun/08/door-opens-for-7-eleven-delivery-service-as-seven-loses-battle-over-7now-trademark>

# *INTELLECTUAL PROPERTY*

## TRADEMARK



### **APPLE FACES TRADEMARK BATTLE TO USE 'VISION PRO' NAME IN CHINA**

Apple may be compelled to modify the name of its new mixed reality headset if it is unable to reach a settlement with Huawei, which already holds the "Vision Pro" trademark in China.

<https://www.macrumors.com/2023/06/13/vision-pro-trademark-owned-huawei-china/>

## ***INTELLECTUAL PROPERTY***

### **PATENT**



#### **U.S. PATENT TRIBUNAL FAVOURS INTEL IN \$2.2 BILLION VLSI CASE**

The US Patent Office tribunal invalidated a computer chip-related patent belonging to VLSI Technology LLC in favour of Intel Corp which represented \$1.5 billion out of \$2.18 billion verdict against Intel in 2021.

<https://www.reuters.com/legal/us-patent-tribunal-sides-with-intel-again-22-blv-vlsi-case-2023-06-13/>

#### **PROMOSOME LLC BRINGS PATENT LAWSUIT AGAINST MODERNA, PFIZER AND BIONTECH OVER COVID VACCINES**

Promosome initiated a suit in the federal court in San Diego, California, alleging that Moderna, Pfizer, and BioNTech's COVID-19 vaccines infringed a messenger RNA technology patent.

<https://www.reuters.com/business/healthcare-pharmaceuticals/moderna-pfizer-hit-with-new-patent-lawsuits-over-covid-vaccines-2023-06-06/>

## *INTELLECTUAL PROPERTY*

### PATENT



#### **UNIFIED PATENT SYSTEM IN EUROPEAN PATENT LAW TAKES EFFECT**

The United Patent Court (UPC) has been established and provides a centralised and unified avenue for Europe-wide patent litigations. From this, patent protection is provided to all members of the EU via a single patent application that is filed with the European Patent Office.

<https://www.globallegalpost.com/news/a-new-dawn-for-european-patent-law-as-unified-patent-system-takes-effect-from-today-951527581>

## ***INTELLECTUAL PROPERTY***

### **COPYRIGHT**

#### **MUSIC PUBLISHERS HAVE FILED A \$250 MILLION LAWSUIT AGAINST TWITTER FOR ALLEGED COPYRIGHT INFRINGEMENT**

A lawsuit was filed by various music publishers against Twitter for a claim of \$250 million. The lawsuit alleges that Twitter has allowed its users to share copyrighted tunes without a licence for years and that Twitter's alleged permissiveness to the same, combined with the social network's promotion of tweets containing copyrighted music, has illegally aided the company's growth.

<https://edition.cnn.com/2023/06/15/tech/twitter-music-publishers-lawsuit-copyright/index.html>



#### **COPYRIGHT INFRINGEMENT CASE AGAINST NETFLIX IN CONNECTION WITH 'THE PUPPET MASTER'**

John Adams, an Arizona individual has filed a copyright infringement lawsuit against Netflix Inc. and the producer of a docuseries on its platform Raw TV Ltd for the use of a photograph in "The Puppet Master" miniseries in 2022.

<https://news.bloomberglaw.com/ip-law/netflix-sued-for-copyright-infringement-over-the-puppet-master>

## *INTELLECTUAL PROPERTY*

### COPYRIGHT

#### **BAD BUNNY AND OTHERS DEMAND FOR COPYRIGHT ACTION INVOLVING REGGAETON TRACKS TO BE DISMISSED**

Bad Bunny, along with other industry stars, are demanding for a lawsuit alleging copyright infringement of a 1989 song to be dismissed. The claim centred on a suit filed by Steely & Clevie, Jamaican reggae producers, that claimed over 100 artists and labels infringed on the rhythm in their song "Fish Market."

<https://edition.cnn.com/2023/06/19/business/bad-bunny-reggaeton-lawsuit/index.html>



## ***SPORTS & GAMING***

### **THE IOC AND WIPO COLLABORATE TO IMPROVE INTELLECTUAL PROPERTY USE AND MANAGEMENT IN SPORTS**

In order to encourage the use and management of intellectual property in sports and to create a legal framework for cooperation between the two organisations, the International Olympic Committee (IOC) and the World Intellectual Property Organisation (WIPO) have signed a Framework Cooperation Agreement.

<https://olympics.com/ioc/news/ioc-and-wipo-join-forces-to-promote-ip-use-and-management-in-sport>





## ***SPORTS & GAMING***

### **EVERTON AT RISK OF FACING MULTIMILLION-POUND LEGAL BILL FROM QUARTET DUE TO THE FFP DISPUTE**

Everton could face tens of millions of pounds in legal fees if they lose their lawsuit over alleged violations of the Premier League's financial fair play rules.

<https://www.theguardian.com/football/2023/jun/14/everton-could-face-multi-million-pound-legal-bill-if-they-lose-ffp-case>



## ***SPORTS & GAMING***

### **NEW ONLINE GAMING REGULATIONS IN INDIA**

The Indian ministry of electronics and IT has announced regulations for the online gaming sector in order to provide consumer safety, uphold ethical standards, and address any social problems. The IT Rules of 2021 have been amended to accommodate the new regulations.

<https://www.financialexpress.com/opinion/gaming-needs-uniform-regulation/3110771/>



PREVIOUS PUBLICATIONS

Of Source Codes and Functions - Balancing Copyright Protection Against Monopolisation	Intellectual Property, Sports & Gaming Newsletter Vol. 1
'Willing to Wound but Afraid to Strike' - Threats in Trademark Infringement Proceedings	Intellectual Property, Sports & Gaming Newsletter Vol. 2
Competing Rights to Copyright in the Virtual Environment	Intellectual Property, Sports & Gaming Newsletter Vol. 3
Spilling the Beans in Litigation	Intellectual Property, Sports & Gaming Newsletter Vol. 4
The Price of Artificial Intelligence	Intellectual Property, Sports & Gaming Newsletter Vol. 5
State of Mind and the Plea of Innocence	Intellectual Property, Sports & Gaming Newsletter Vol. 6
False Sense of Security	Intellectual Property, Sports & Gaming Newsletter Vol. 7
Privileges of 'Well-Known' Trademarks	Intellectual Property, Sports & Gaming Newsletter Vol. 8
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