Sports & Entertainment Marketing Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Legal Aspects of SEM**

Directions: Please complete the following outline during the class discussion of this unit.

The Pepsi Cola Company, owner of Gatorade, Frito-Lay, Tropicana, and Quaker Oats is an official marketing partner of the NFL at a cost of nearly \_\_\_\_\_\_\_\_\_\_ million a year.

**I. Legal Aspects of Sports & Entertainment - Trademarks**

A. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a device that legally identifies ownership of a registered brand or trade name.

B. A trademark is typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements

C. A trademark may be designated by the following symbols:

D. ™ (for an unregistered trade mark, that is, a mark used to promote or brand goods)

E. ℠ (for an unregistered service mark, that is, a mark used to promote or brand services)

F. ® (for a registered trademark)

G. A trademark registration may remain in force \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

H. For a trademark registration to remain valid, the owner must \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to use it.

**II. Legal Aspects of Sports & Entertainment – Copyrights**

1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the legal protection of a creator’s intellectual property or products.
2. A copyright is valid for the \_\_\_\_\_\_\_\_\_ of the owner plus \_\_\_\_\_\_ years.
3. When the period of copyright protection has ended, the written document, musical composition, book, picture, or other creative work is in the public domain.
4. Being in the \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ means that no one owns a copyright to the work, and everyone is free to copy, use and change them without having to ask for permission or pay the owner.
5. Suzanne Collins, author of the ***Hunger Games,*** sold the movie rights to her series of novels for \_\_\_\_\_\_\_ million.
6. Any books that have passed into the public domain and are essentially \_\_\_\_\_\_\_\_\_\_\_.

**III. Legal Aspects of Sports & Entertainment – Intellectual Property**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the unique works of writers, artists, and musicians that can be protected under copyright laws.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a payment for material that has been copyrighted or legally declared as belonging to the creator.
3. The band Aerosmith has made more money from royalties off Guitar Hero than it has from any of their actual \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. George Lucas will make more money from royalties than any other writer, producer, or director in Hollywood.
5. The word “\_\_\_\_\_\_\_\_\_\_\_\_” is a trademarked term owned by George Lucas. Motorola pays a royalty fee to the creator of Star Wars for every “droid” phone sold in the United States.
6. A \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ is a good or service that legally uses a logo or image owned by another company or person.

**IV. Legal Aspects of Sports & Entertainment – Piracy**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_ is the theft of any copyrighted material; music, movies, and software.
2. The Motion Picture Association of America states that “23.8% of global internet traffic involves the \_\_\_\_\_\_\_\_\_\_\_\_ distribution of copyrighted work.”
3. The film industry loses \_\_\_\_\_\_\_\_ billion annually to digital piracy
4. The downloading program BitTorrent is responsible for nearly half of the piracy activity.
5. More than 200,000 people have been sued for allegedly sharing copyrighted material using BitTorrent online.
6. The lawsuits are being settled out of court.
7. The defendants don’t want to risk the potential fine of up to $150,000.
8. Most out of court settlements have averaged $2,500.
9. The \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_ (SOPA) is a United States bill introduced to expand the ability of U.S. law enforcement to fight online trafficking in copyrighted intellectual property.
10. Provisions include the requesting of court orders to bar advertising networks and payment facilities from conducting business with infringing websites, and search engines from linking to the sites, and court orders requiring Internet service providers to block access to the sites.

**V. Merchandising**

1. Planning and promotion of sales by presenting a product to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ market at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ time, by carrying out organized, skillful advertising, using attractive displays, etc.
   1. Why don’t you see displays for the Super Bowl in June?
   2. When do you see ads/merchandise for March Madness?
   3. When do you see ads/merchandise for the Olympics?
2. After watching the Fanatics Video, answer the following questions:
   1. According to Fanatics CEO, what is the #1 predictor of merchandise sales?
   2. What quarter of the fiscal year is best for sales? Why?
   3. Who is buying the merchandise?
   4. What is the difference between customer and consumer?
   5. Do you think scandals affect merchandise sales? Why or why not?