

Subject card

Subject name and code	Intellectual property law in sports - lecture, PG_00189550						
Field of study	Law in Sport						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Human Rights and Intellectual Property Law -> Faculty of Law and Administration -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Ewelina Szatkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	30	2.0	18.0	50		
Subject objectives	The aim of the course Intellectual Property Law in Sport is to familiarise students with the basic institutions of copyright law, related rights, industrial property law and image (likeness) protection, with a particular focus on their relevance for sports activities. The course is intended to enable students to identify basic intangible assets (work, trademark, image) in sports practice and to understand the general rules of their protection and simple mechanisms of commercialisation (e.g. sponsorship and licence agreements).						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[PSPORTL3_W05] Possesses structured knowledge of the economic, financial and organisational conditions of activity in sport, including in particular the main mechanisms of sports financing, forms of economic activity in sport, employment in sport, and the protection of intellectual property and image rights of participants in sport.	The student has structured knowledge of the basic mechanisms for commercialising intellectual property rights and the image (likeness) of participants in sport (in particular licence agreements, sponsorship, merchandising) and understands their importance for financing sports activities and for the organisational functioning of entities operating in the sports sector.			[SW4] test/exam - oral or written [SW2] presentation/project/paper/report		
	[PSPORTL3_U02] Is able to prepare documents related to sports activities, in particular simple and moderately complex contracts, regulations, applications and letters addressed to public authorities or disciplinary bodies in sport	The student is able to draft basic contracts and clauses concerning copyright, related rights, industrial property rights and the image (likeness) of an athlete (in particular simple licence and sponsorship agreements), as well as simple documents related to the protection of intellectual property rights in sport, addressed to private entities and to the competent authorities or sports organisations.			[SU3] text preparation/written work [SU5] implementation of a problem task		

I. Basics of copyright law

1. Concept and functions of copyright law
2. The work examples (graphics, photos, match staging, recordings)
3. Author, co-author, employer of the author
4. Conditions for protection (creativity, individuality, fixation)
5. Moral rights catalogue and main features
6. Economic rights fields of exploitation, term of protection
7. Basic rules for using third-party works (consent, contract, fair use / statutory exceptions)
8. Applications in sport (club materials, fan choreographies, social media content)

II. Outline of neighbouring (related) rights

1. Concept of neighbouring (related) rights
2. Performers rights
3. Producers of phonograms and videograms
4. Broadcasting organizations
5. Neighbouring rights in sport (broadcasts, recordings of competitions)

III. Basics of industrial property law

1. Concept of industrial property
2. Trademark basic functions
3. Industrial design product appearance
4. Patent general idea
5. Basic rules of protection
6. Industrial property in sport:
 - names and logos of clubs,
 - sportswear and equipment,
 - designations of sports events.

	IV. Protection of an athletes image (likeness) 1. Image (likeness) as a personal right 2. Consent to dissemination of image basic rules 3. Athletes image in the media, advertising, social media 4. Commercialisation of an athletes image (contracts, sponsors) 5. Basic rules on the use of the image of national-team and representative athletes (signalled only).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	100.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> R. Markiewicz, Zabawy z prawem autorskim. Dawne i nowe, Warszawa 2022 E. Szatkowska (red.), Prawo autorskie w praktyce. O prawach twórców i odbiorców utworów, Warszawa 2022 M. Barczewski, E. Szatkowska (red.), Leksykon prawa własności intelektualnej. 100 podstawowych pojęć, Warszawa 2019 E. Szatkowska, Komercjalizacja wizerunku członków kadry narodowej i reprezentacji olimpijskiej, tj. problematyczny art. 14 ust. 1 ustawy z dnia 25 czerwca 2010 r. o sporcie (w:) Współczesne problemy prawa do wizerunku. Zagadnienia wybrane, E. Szatkowska (red.), Gdańsk 2020. 	
	Supplementary literature	<ul style="list-style-type: none"> Kwartalnik UPRP (https://uprp.gov.pl/pl/publikacje/kwartalnik-uprp) K. Grzybczyk, Rozrywki XXI wieku a prawo własności intelektualnej, Warszawa 2020 K. Grzybczyk, Ikony popkultury a prawo własności intelektualnej, Warszawa 2018. 	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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