



## Overview

**With sports becoming multi-billion dollar enterprises and athletes becoming brands unto themselves, the commercial implications for all involved are enormous. And the potential for consumers to be deceived doubly so.**

### THE COMMERCIALIZATION OF SPORTS IN INDIA

Patronage and advancement of sports and sportspersons was until quite recently reliant on government funding and programs but, happily, sports other than those traditionally seen as commercially viable are increasingly finding private investment. Commercial interest in sports has manifested for the most part in broadcast, sponsorship, merchandising and licensing, and intellectual property typically signifies a large part of the value. The hierarchical structure in a large number of sports bodies, from the sportsperson to the sporting club and the governing association, adds complexity to control and monetisation of brands and merchandise.

Given the unique interaction between sporting leagues and the sporting framework, non-adherence to or variation in sporting code has the potential of affecting business models and livelihoods. Though India has an amalgamated National Sports Development Code to regulate the constitution of sports federations and prevent doping, national sports legislation is yet to be codified.

### OUR SPORTS INDUSTRY CLIENTS

As a leading sports law firm in India, our lawyers represent national and international sports management organisations, sportspersons, sporting leagues and foundations. Our practice is informed by all perspectives of the sports industry, be it broadcasters, governing bodies, right holders, brands and sponsors, agencies or athletes. Our law firm also engages actively with the government and stakeholders in the sports community in policy decision-making and has provided input as amicus towards future sports legislation.

Our services include:



- Sports IP protection and anti-ambush marketing
- Sponsorship, licensing and merchandising
- Brand acquisition and syndication
- Contract drafting and dispute resolution
- Policy advocacy and compliance with sports codes

Looking for a sports law firm in India? We represent athletes, leagues, and brands with legal strategies to protect rights, maximize value, and ensure compliance.



## OUR PRACTICES

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