

## Intellectual Property Rights Applicability in the Sport Industry

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**Abstract :** The applicability of intellectual property rights in the sports industry from the present paper's perspective includes athletic skills, which are comprised of two parts: athletic movements and athletic methods. Also, the applicability pertaining to the athletes' personality, such as the Name, the Image, the Voice, the Signature and their Shirt Number, are deemed as related to the sports natural persons. Radio and TV broadcasting rights of the sports events, the signs and symbols of the athletic institutions including the sign and symbol, trademark (brand name), the name and the place of residence of the sports clubs, the Sports events and the special sports, special slogan of the sports clubs or sports competitions and the sports clothing design are Included under the athletic institutions' applicability of intellectual property rights.

**Keywords :** sport industry, intellectual property, sport skills, right to fame, radio and television broadcasting right, sport sign

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