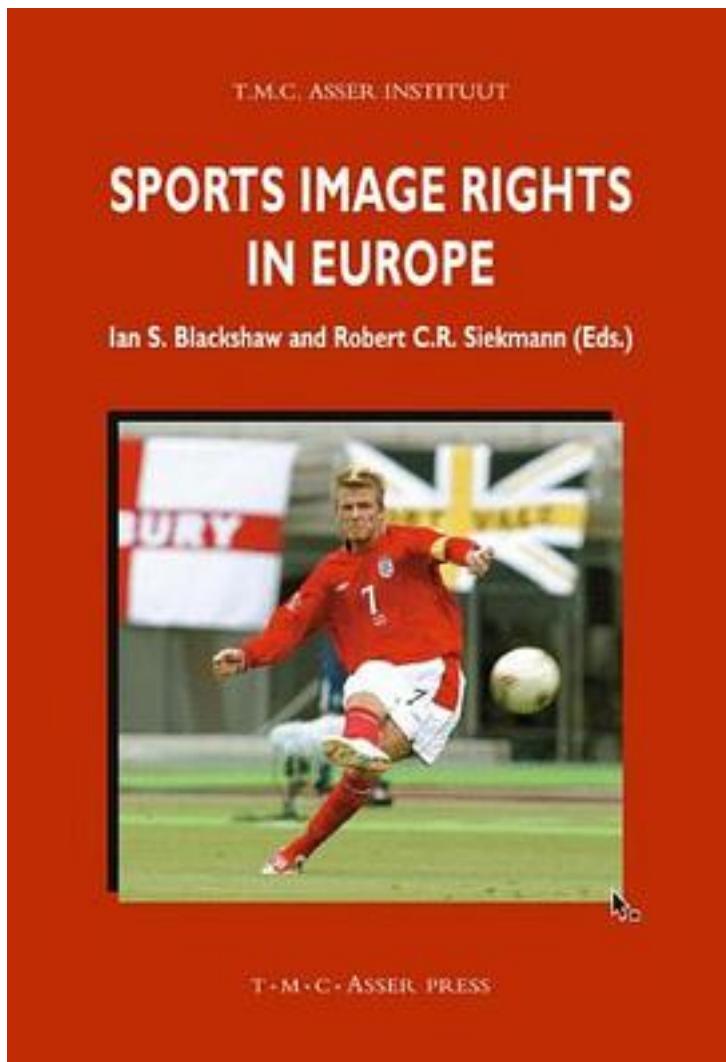


Sports Image Rights in Europe



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As sport has developed into a global business, the importance of sports image rights as a marketing tool to promote individual sports persons, sports teams, clubs and even major sporting events themselves, has evolved to become a significant player in the multi-billion dollar sports industry around the world. This book provides a concise legal and practical overview of the creation, protection and enforcement of sports image rights in EU Member States, pre-May 2004. It also examines the sports image rights of Norway and Switzerland and looks comparatively at the USA. Each chapter is devoted to a review of the applicable legal rules on sports image rights in an individual country. A separate chapter deals with some of the fiscal aspects of the subject. In addition, where appropriate, practical matters, such as the contents of contracts, are also examined and explained.

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