

Insights from Jeff Cadwell: IP at the Olympics

by Jeffrey R. Cadwell

Dorsey Partner Jeff Cadwell offered perspective on the intellectual property challenges athletes may encounter at the Olympic Games. One common example is music licensing, which Jeff noted "is complicated enough, but then you add the Olympics, and it gets even more tricky." On the topic of sponsorships, Jeff explained that athletes are often motivated to comply with exclusivity or morality clauses in their contracts "because in many cases the value of the sponsorship is perhaps more than they're making from the sport itself." Read the full article in [Law360](#) to learn more.

"Olympic sponsorship is big business because the world is watching," Jeff shared in a Q&A with *Westlaw Today* about the implications of the Games' international IP rights. He provided insight on a range of trademark issues, including authorized use of the Olympic rings, athletes' rights to their names and images, rules governing viewing parties, and even a few lesser-known, highly technical regulations. Read the full article in [Westlaw Today](#) for the complete discussion.

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- Jeffrey R. Cadwell

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