

# The Development and Utilization of Sports IP and Management Strategies

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## Abstract

This paper conducts an in-depth study on the development and utilization of sports intellectual property (sports IP) and management strategies, aiming to explore how to effectively enhance the market competitiveness and economic value of sports IP. The paper first defines the concept of sports IP and elaborates on its classification and characteristics. It then analyzes the key factors in the development of sports IP, including market demand, technological innovation, and legal protection. Subsequently, the paper discusses in detail the strategies for the development and utilization of sports IP, such as brand building, cross-border cooperation, diversified development, and marketing and consumer interaction strategies. In addition, the paper touches upon the management and sustainable development strategies of sports IP, emphasizing the importance of intellectual property protection, continuous innovation, risk management, and crisis response. Finally, by summarizing the above research content and strategy implementation, the paper points out that the effective management of sports IP not only promotes the economic growth of the sports industry but also contributes to the development of social culture and the diversity of people's lifestyles.

## Keywords

Sports Intellectual Property, Sports IP Development, Sports IP Management

## 1. Introduction

### 1.1. Research Background

In recent decades, the global economy has burgeoned alongside advancements in living standards, prompting the sports industry to emerge as a pivotal component of national economies (Jiang, 2024). Central to this evolution is the burgeoning realm of sports intellectual property (sports IP), which plays a pivotal role

in fostering innovative strides within the sports sector (Chen, 2023; Jiang, 2024). Sports events, logos, and athlete images possess distinct commercial value, capable of significantly amplifying the market influence and economic gains of sports brands through strategic development and management (Pan, 2023).

The effective management and development strategies of sports IP are intricately intertwined with the long-term prosperity and international competitiveness of the sports industry (Liu, 2023). Despite concerted efforts by certain countries and regions to industrialize sports IP through policy formulations and implementations, numerous challenges persist. These include inadequate intellectual property protection, a limited business model scope, and insufficient market penetration (Luan et al., 2023). Comprehensive theoretical frameworks and practical experiences remain scarce in guiding the comprehensive development, utilization, and management of sports IP both domestically and abroad.

Research endeavors exploring sports IP, particularly in its developmental, utilitarian, and strategic management facets, are still nascent (Liang, 2023). Hence, the exploration of efficacious strategies for its development, utilization, and management stands poised not only to foster the robust expansion of the sports sector but also to bolster its global competitiveness (Sun, 2023).

This study seeks to address existing challenges and formulate a systematic approach to the development, utilization, and management of sports IP by analyzing pertinent policies, case studies, and theories from international and domestic perspectives (Balduş et al., 2018). By doing so, it aims to furnish theoretical underpinnings and practical directives conducive to the sustainable growth of the sports industry, while also serving as a foundational reference for policy formulation.

## 1.2. Research Purposes and Significance

This research aims to deeply explore the development, utilization and management strategies of sports intellectual property (sports IP), in order to provide effective strategic support for the sustainable development of the sports industry. By analyzing the definition, characteristics and market status quo of sports IP, this research attempts to construct a complete sports IP management framework to help relevant enterprises and institutions optimize the commercialization process of IP resources and enhance the innovation and competitiveness of the sports industry.

The significance of the research lies in that with the strengthening of the globalization and commercialization trend of the sports market, sports IP has become the core asset in the sports industry chain. Exploring effective development and utilization strategies of sports IP can create more economic value and social influence for sports enterprises. In addition, reasonable sports IP management can not only improve the market performance of sports events and products, but also enhance the participation and loyalty of consumers.

This research also focuses on the improvement of sports IP protection and its legal support system, which plays an important role in curbing infringement and

protecting innovative achievements. Through formulating clear legal policies and enforcement mechanisms, it can effectively maintain market order and promote the healthy development of the sports industry.

In general, the completion of this research will help fill the gap in sports IP management research and provide theoretical and practical guidance for the policy makers and practitioners in the sports industry. In addition, the promotion and application of the research results will further promote the growth of the sports industry economy and enhance the international competitiveness of the domestic sports industry.

## **2. The Concept and Characteristics of Sports IP**

### **2.1. Definition of Sports IP**

Sports intellectual property, abbreviated as sports IP, refers to various assets created in the sports field that are eligible for intellectual property protection. These assets mainly include the names and logos of sports events, the trademarks of sports organizations, the image rights of sports stars, sports-related inventions and innovations, etc. As a legally protected property, the core value of sports IP lies in bringing economic benefits to the rights holders through the grant and application of exclusive rights.

The uniqueness of sports IP lies in its close combination with the sports industry. Different from traditional intellectual property, the content covered by sports IP is more extensive, and its influence can spread to the public rapidly through sports events, media dissemination and commercial activities. This attribute makes sports IP have extremely high popularity and commercial value in the market, and at the same time, it is also vulnerable to the risk of infringement.

The legal protection of sports IP is the guarantee for the realization of its value. Globally, countries are continuously strengthening the protection of sports IP. Through legal means such as copyright, trademark right and patent right, the creations and inventions of sports organizations and individuals are protected from infringement. The protection of sports IP not only helps maintain the normal market order, but also encourages more innovation and investment in the development of the sports field.

With the rapid development of the sports industry, sports IP has become a key part of the core asset management of sports organizations and related enterprises. Through the effective management and operation of sports IP, the market competitiveness of sports products and services can be greatly enhanced, and the development of the sports economy can be further promoted. Therefore, the research and application of sports IP have become an indispensable part in the development of modern sports industry.

### **2.2. Classification of Sports IP**

Sports intellectual property rights can be divided into several main categories according to their nature and application fields. The first category is sports event

IP, which includes the names and logos of sports events as well as various logos and patterns related to the events. The main value of this type of IP lies in its high brand recognition, which can attract the attention of the audience and sponsors, thereby bringing relatively high commercial returns.

The second category is sports star IP, involving the names, images, signatures and personal stories of sports stars. Due to the personal charm and public influence of sports stars, their related IP has very high commercial value and is often used in advertising campaigns, commercial endorsements and brand cooperations to enhance the market attractiveness of products or services.

The third category is sports organization IP, including the trademarks, logos and other visual elements of sports clubs and associations. The main role of this type of IP is to strengthen the brand image of sports organizations and enhance their competitiveness in the sports market. Through the effective management and application of their own IP resources, sports organizations can expand the influence range of their commercial activities and enhance the loyalty of fans and sponsors.

The last category is sports equipment and technology IP, which includes inventions, new technologies, training methods and equipment designs related to sports. This type of IP is usually protected by patents and they play an important role in promoting the technological progress and product innovation of the sports industry. Through the innovation of these technologies and equipment, not only can the performance of athletes be improved, but also a better sports experience and service can be provided to the public.

### **2.3. Characteristics and Values of Sports IP**

The primary characteristic of sports IP is its high degree of recognition and association. The logos and names of sports events, stars or teams can often quickly attract the public's attention and emotional resonance. This unique recognition makes sports IP extremely attractive in the market. Therefore, sports IP can be effectively used for brand building and marketing, and enhance consumers' recognition of products or services through these unique identifiers.

Another important characteristic of sports IP is its wide range of applications. From the live broadcast of sports events, the sales of sports goods, to video games and virtual sports, the application fields of sports IP span a wide range. This diversity enables sports IP to generate revenue on multiple platforms and media, greatly expanding its commercial potential and market influence.

In addition, sports IP has significant economic value. Through licensing and brand cooperation, sports IP can bring direct economic benefits to the holders. For example, the broadcasting rights of sports events, the endorsement contracts of sports stars and the sales of sports brand products are all common ways for sports IP to realize its value. These economic activities not only increase the income of sports organizations and individuals, but also promote the development of related industries.

Sports IP also has certain social value. Through the positive images of sports events and stars, sports IP can spread positive social information, such as values of fair competition, teamwork and healthy life. The spread of these social values helps to enhance the public image of sports and enhance the cohesion of society, while also adding a deeper cultural connotation to sports IP.

### **3. Key Factors in the Development of Sports IP**

#### **3.1. Market Demand Analysis**

Market demand analysis is the primary link in the development of sports IP, which determines the direction and potential market size of the sports IP project. By deeply analyzing the consumer needs, preferences and purchasing behaviors in the target market, developers can position the sports IP products more accurately, so as to design IP resources with greater attractiveness and market competitiveness. For example, analyzing the interest of young consumers in e-sports sports events can help relevant enterprises develop sports IP products that meet the preferences of this group.

When conducting market demand analysis, it is necessary to consider the diversity and complexity of the market. The market of sports IP not only includes the local market, but also should pay attention to the dynamics of the international market. Consumers in different regions and cultural backgrounds may have different reactions and needs for the same sports IP. Therefore, the development of sports IP should have a certain degree of flexibility and adaptability to meet the specific needs of different markets.

In addition, market demand analysis should also pay attention to industry trends and future development. With the progress of technology and the change in consumption habits, the sports consumption market is also constantly evolving. Understanding and predicting these trends, such as the application of virtual reality technology in sports training and competition, can provide important information for the long-term development of sports IP and help enterprises seize market opportunities.

Finally, effective market demand analysis also needs to rely on data and scientific methods. Using methods such as market research, consumer interviews and data analysis to obtain information can improve the accuracy and reliability of the analysis. These data not only help to understand the current market situation, but also provide empirical support for the innovation and improvement of sports IP, so as to gain an advantage in the highly competitive market.

#### **3.2. The Role of Technology and Innovation**

Technology and innovation play a crucial role in the development of sports IP. With the rapid development of information technology and communication technology, new technologies such as artificial intelligence, big data, and virtual reality are increasingly being applied in the sports field. The application of these technologies not only enhances the viewability and interactivity of sports events,

but also provides new possibilities for the product development of sports IP. For example, through virtual reality technology, consumers can experience an immersive viewing experience, and this novel experience can greatly enhance the market attractiveness of sports IP.

In sports training and competition, technological innovation is also changing the traditional way of sports. The introduction of high-tech sports equipment and intelligent training systems not only improves the training efficiency and competition performance of athletes, but also increases the technical content and viewing value of sports events. This technological progress provides new content and forms for the development of sports IP, making the sports IP products more technological and modern.

In addition, technology and innovation also have an impact on the marketing promotion and consumer access methods of sports IP. The utilization of social media, mobile applications and online platforms has greatly increased the interaction frequency and depth between sports IP and consumers. Through these platforms, the information dissemination of sports IP is faster, the coverage is wider, and the audience is more accurate, effectively improving marketing efficiency and consumer participation.

To sum up, technology and innovation are one of the key factors promoting the development of sports IP. They not only change the production and consumption methods of sports IP, but also provide impetus and innovation space for the continuous development of the sports industry. In the future, with the continuous progress of technology, the development and application of sports IP will be more diversified and efficient.

### **3.3. Legal Protection and Policy Support**

Legal protection is crucial for the development of sports IP. The legal protection of sports IP is mainly achieved through intellectual property law, including copyright, trademark right, patent right, etc. These legal tools protect the innovative achievements of sports organizations and individuals from being illegally copied and abused, ensuring that they can obtain the deserved economic returns from their creativity and labor. For example, the exclusive broadcasting right of sports events is protected by copyright law to ensure that event organizers can charge copyright fees through authorized broadcasting cooperation.

Policy support is also an indispensable part of the development of sports IP. The government and relevant institutions create a good external environment for the development of sports IP by formulating preferential policies and support measures. These policies may include tax preferences, financial support, technical assistance, etc., aiming to encourage more enterprises and individuals to invest in the innovation and commercialization of sports IP. At the same time, the government will also strengthen the protection intensity of transnational sports IP through international cooperation to prevent infringement behaviors on a global scale.

In actual operation, legal protection and policy support need to be closely coordinated to form a comprehensive sports IP protection network. This not only requires the strengthening of law enforcement by domestic governments and judicial organs at all levels, but also requires international coordination and cooperation to jointly deal with complex situations such as transnational infringement. Through such cooperation, the legitimate rights and interests of sports IP can be effectively maintained and the healthy development of the global sports industry can be promoted.

In conclusion, legal protection and policy support provide a solid foundation and broad development space for the development of sports IP. In the future, with the internationalization of the sports market and the rapid development of technology, these protection measures will become more important and need to be continuously updated and improved to adapt to the constantly changing market demand and technological environment.

## **4. The Development and Utilization Strategies of Sports IP**

### **4.1. Brand Building and Market Positioning**

Brand building is one of the core strategies in the development and utilization of sports IP, with the aim of enhancing the recognition and influence in the market by shaping a unique and distinct brand image. The brand building of sports IP requires accurately conveying its value proposition and cultural connotation, which not only involves the design of visual identifiers such as logos and mascots, but also includes the brand story and the emotional connection with consumers. Through effective brand communication, sports IP can stand out in the highly competitive market and attract more fans and consumers.

Market positioning is to determine the target consumer group and competitive strategy of sports IP in the market. The correct market positioning can help sports IP better meet the needs of a specific market and realize its commercial value. For example, a sports IP project targeting young people may need to incorporate fashion elements and interactive technologies in event planning and marketing promotion to attract the attention and interest of this group.

In the process of brand building and market positioning, market research plays a crucial role. Through in-depth analysis of the target market, including the needs, preferences and consumption behaviors of consumers, sports IP developers can design brand strategies and marketing activities more accurately. These researches not only help to discover potential market opportunities, but also avoid the waste of resources caused by inaccurate market positioning.

Finally, continuous brand maintenance and updates are the keys to ensuring the long-term success of sports IP. With the changes in the market environment and the development of technology, the brand image and market positioning of sports IP also need to be continuously adjusted and optimized. This includes updating brand visual elements, adjusting market strategies and innovating marketing methods to maintain the freshness of the brand and the competitive-

ness of the market. Through such continuous efforts, sports IP can maintain its market position and commercial success.

#### **4.2. Cross-Border Cooperation and Diversified Development**

Cross-border cooperation is an important strategy in the development and utilization of sports IP. Through cooperation with other industries, it can expand the application fields and market influence of sports IP. For example, the cooperation between sports brands and the fashion, entertainment or technology industries can not only enhance the brand image, but also develop new products and services to attract a broader consumer group. This kind of cross-border cooperation can bring innovative perspectives and resources to sports IP and enhance its market competitiveness.

Diversified development refers to exploring multiple commercialization approaches on the basis of maintaining the core value of sports IP. Sports IP can realize commercial value through various forms, including but not limited to the live broadcast of sports events, the sale of derivative products, and the development of interactive entertainment content. Through such diversified development, sports IP can reach more consumption scenarios and meet the needs of different consumers, thereby increasing income sources and market stability.

When conducting cross-border cooperation and diversified development, it is necessary to carefully design the cooperation model and development strategy. Both sides of the cooperation should make full use of their respective resources and advantages to jointly create products and services that meet market needs. At the same time, maintaining the uniqueness and consistency of sports IP is the key to success, which requires that all cooperation projects should be consistent with the brand image and market positioning of sports IP.

In addition, monitoring and evaluation are also indispensable links in cross-border cooperation and diversified development. Through regular market feedback and performance evaluation, the development strategy and cooperation direction can be adjusted in time to ensure that the development activities of sports IP can achieve the expected commercial effect and brand influence. This dynamic adjustment and optimization mechanism helps sports IP maintain vitality and competitiveness in the constantly changing market environment.

#### **4.3. Marketing Strategy and Consumer Interaction**

An effective marketing strategy is the key to the successful commercialization of sports IP. The marketing strategy of sports IP needs to be innovative and combined with the latest market trends, such as using digital media and social platforms for advertising and promotion activities. The wide coverage and high interactivity of these platforms can help sports IP quickly establish brand awareness and directly reach the target consumers. Through these channels, sports IP can effectively display its unique value and attractiveness and promote the participation and interest of consumers.

Consumer interaction is an important means to enhance the attractiveness of sports IP and maintain the consumer relationship. Sports IP can interact with consumers in real time through holding activities, online interactive games, competitions and other forms. These interactions not only increase the participation degree of consumers, but also can collect the feedback information of consumers to provide a basis for the subsequent product development and market strategy adjustment. Through effective consumer interaction, sports IP can establish an emotional connection with consumers and enhance brand loyalty.

When designing a marketing strategy, sports IP also needs to consider diversified market segmentation. According to the characteristics and needs of different consumer groups, formulating targeted marketing plans can more accurately achieve the expected market effect. For example, the marketing strategy for young consumers may focus more on interactivity and entertainment, while the strategy for elderly consumers may focus more on health and community participation.

Finally, continuous brand activities and updates are necessary conditions to maintain the market competitiveness of sports IP. With the changes in the market environment and consumer preferences, sports IP needs to regularly update its marketing content and strategy to ensure continuous interaction and participation with consumers. This continuous market activity can not only maintain the interest of consumers, but also timely adjust and optimize the marketing strategy to deal with the dynamic changes of the market.

## **5. Management and Sustainable Development Strategies of Sports IP**

### **5.1. Intellectual Property Rights Protection Strategy**

Intellectual property rights protection is the foundation of the management of sports IP, ensuring that sports organizations and individuals can obtain reasonable economic returns from the value they create. An effective intellectual property rights protection strategy needs to be based on a comprehensive legal framework, which includes the application of legal tools such as copyright, trademark, and patent to protect sports IP from infringement. For example, for the exclusive live broadcasting rights of sports events, through copyright protection, unauthorized copying and distribution can be prevented to safeguard the legitimate interests of event organizers.

In addition to utilizing existing legal tools, the protection of sports IP also needs to rely on technical means. With the development of digital technology, preventing online infringement has become particularly important. Using methods such as digital watermarking and encryption technology can effectively prevent the spread of unauthorized content, while monitoring and managing the use of IP in the digital environment to ensure that the rights and interests of the right holders are not violated.

Furthermore, international cooperation plays an important role in the protec-

tion of sports IP. Sports events and activities often have an international nature, and the related IP protection also requires cross-border legal support and cooperation. By strengthening cooperation with other countries to jointly combat cross-border infringement behaviors, the rights of sports IP can be more effectively protected on a global scale.

Finally, raising public awareness of the importance of intellectual property rights protection is also an effective strategy. Through education and publicity, enhancing the legal awareness of consumers and the general public helps to build a social environment that respects intellectual property rights. This not only helps to reduce the occurrence of infringement behaviors but also can encourage more innovation and investment and promote the healthy development of the sports industry.

## 5.2. Continuous Innovation and Update

Continuous innovation is the key driving force for the long-term development of sports IP. In the sports industry, continuous innovation not only includes the renewal of products and services but also involves the improvement of experience and technology. In order to maintain competitiveness and attractiveness, sports IP needs to constantly explore new content forms and participation methods, such as introducing augmented reality or virtual reality technology to provide a more immersive viewing experience. This kind of innovation can not only meet the needs of modern consumers for fresh and personalized experiences but also open up new market spaces.

On the technical level, continuous updates are a necessary condition to maintain the relevance of sports IP. With the rapid development of technology, applications and devices related to sports IP also need to follow the latest technological trends, such as using data analysis and machine learning to optimize event strategies and audience interaction. The application of these technologies can not only enhance sports performance and audience experience but also enhance the targeting and effectiveness of marketing strategies through data insights. In terms of content innovation, sports IP needs to regularly evaluate and refresh its content library, whether it is events, training courses, or interactive.

## 5.3. Risk Management and Crisis Response

Risk management is an indispensable part of the continuous development of sports IP, which involves strategies for preventing and reducing potential losses. The risks of sports IP mainly come from aspects such as market fluctuations, legal issues, and technical failures. By establishing a systematic risk assessment and management mechanism, these risks can be effectively identified and addressed. For example, for market risks, sports IP managers can diversify risks through diversified products and market expansion; for technical risks, they can prevent them by adopting advanced security measures and regular technical updates.

Crisis response strategies are a key part in dealing with unexpected events in

sports IP management. Whether facing natural disasters, major safety accidents, or negative public opinions, a rapid and effective crisis response is a necessary condition for maintaining the reputation and market position of sports IP. Sports IP managers need to formulate detailed crisis response plans, including crisis communication strategies, emergency action plans, and subsequent recovery measures to ensure that they can act quickly when a crisis occurs and minimize losses to the greatest extent.

In addition, regular risk and crisis management training is also equally important for improving the response-ability of the team. Through training, team members can understand the latest risk management knowledge and crisis response skills, and enhance their ability to handle complex problems in actual situations. This not only helps to maintain the stability of the organization when a crisis occurs, but also can prevent potential risks in daily operations.

Finally, establishing a continuous monitoring and evaluation mechanism is also an indispensable link in risk management and crisis response. Through continuous monitoring of market dynamics, legal changes, and technological development, sports IP managers can obtain important information in a timely manner and anticipate potential risks and crises. This forward-looking strategy helps the organization to maintain the initiative when encountering challenges, thereby protecting the long-term value and sustainable development of sports IP.

## **6. Conclusion**

The success of sports IP depends on precise market positioning and strong brand building. Through effective market analysis and brand strategies, sports IP can stand out in the highly competitive market and attract and maintain the interest of consumers. In addition, cross-border cooperation and diversified development strategies have also proved to be effective ways to broaden market influence and increase revenue sources.

Technological innovation and legal protection are two mainstays in the development of sports IP. The application of technology not only enhances the market attractiveness of sports IP, but also provides support for the innovation of products and services. At the same time, comprehensive legal protection and policy support constitute the basis for the preservation and appreciation of sports IP, ensuring the permanence and stability of intellectual property rights.

The management of sports IP requires continuous innovation and renewal, as well as effective risk management and crisis response strategies. Continuous innovation maintains the competitiveness and attractiveness of sports IP, while systematic risk management guarantees the robustness of sports IP in the face of market and technological changes.

Integrating these strategies and practices, the development and utilization of sports IP can not only enhance the economic benefits of the sports industry, but also promote the development of social culture and the diversity of people's lifestyles. With the continuous development of the sports industry and the accelera-

tion of the internationalization process, the strategic significance and application value of sports IP will be more and more widely recognized and highly valued.

To sum up, the effective management and strategic implementation of sports IP are the keys to promoting the development of the sports industry. All stakeholders, including sports organizations, enterprises, and government agencies, should strengthen cooperation to jointly promote the healthy development of sports IP and create more economic and cultural value for society.

### Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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