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# The IP Playbook for Sports Brands

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# Real Salt Lake | Utah Royals FC | Real Monarchs

## Who are the Real Salt Lake, Utah Royals FC and Real Monarchs?

Real Salt Lake is a Major League Soccer club.

Utah Royals is a National Women's Soccer League club.

Real Monarchs is a MLS Next Pro professional soccer club and the affiliate of Real Salt Lake.



# Utah Mammoth

- In the spring of 2024, the Arizona Coyote NHL team moved to Utah. Ownership of the Arizona Coyote team retained the trademark rights, which required a rebrand.
- The team played its inaugural season as the UTAH HOCKEY CLUB.
- After rounds of public voting, the team revealed UTAH MAMMOTH as the permanent name.



# Selecting and Searching Marks

- What types of marks are in play?
- Tiers of marks and prioritization
- Has a vendor been used to design any logos?
- What is the scope of searching needed?
  - Goods and services
  - Jurisdictions
- Non-trademark infringement considerations
  - Does the mark have a negative connotation?
  - Does the mark have a problematic meaning in a foreign language?



# Trademark Filing Strategy

- When to file
- How many marks to file
- Jurisdictions
- Use of submarine filings
- Priority claims
- Timing of registration in connection with other assets, such as social media accounts and domain names
- Coordination with PR

# Conflicts

- Playing defense
- Going on the offensive



# Other Considerations

- Working with leagues
- Budgetary constraints
- Managing stakeholder expectations
- Public involvement in the process
- Media scrutiny
- Engaging with vendors
- Copyrights - Anthems

# Mascots



- Name
- Costume
- Digital depictions
- Copyright protection versus trademark protection



# Thank You for Attending



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# Questions?

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