

# Intellectual Property

Intellectual property, or 'IP', refers to the legal rights that result from the creativity of people: inventions, literary and artistic works, symbols, names, images, and designs used in commerce and e-commerce.

Sports stars, media personalities and performing artists are increasingly looking to maximise their earning potential by structuring income from image rights, performance fees, sponsorship, recordings, endorsements and by licensing IP into an effective corporate vehicle. At the same time, they want to retain control over how their name is used commercially. Entrepreneurs will always look to protect their product and brand through international patents and trademarks and by creating an effective vehicle for the international licensing of their product and brand. Mann Made creates bespoke structures across a number of jurisdictions to provide clients with effective, client-driven solutions.

**“Mann Made creates bespoke structures across a number of jurisdictions”**

For more information on IP structures please contact us on:

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