

Image rights & legal insights for athletes

Training for athletes and industry professionals
Agents / Lawyers / Sports managers

FROM JULY 1 TO 22, 4 SESSIONS

SPORTSLAWHUB.COM



Introduction

In today's digital age, athletes not only need to perform on the field but also manage their personal brand, image rights, and public reputation. As the sports landscape evolves, the importance of protecting and maximizing an athlete's image has never been more critical. This specialized course is designed for athletes and industry professionals (agents, lawyers, and sports managers) who want to understand and navigate the complex world of image rights, commercial opportunities, and legal protections.

Secure your rights
Maximize your value
Join the course now

Course format and registration

At Sports Law Hub, we understand that athlete representation in professional sports is a complex, dynamic, and constantly evolving field. That's why we've developed this Course on Image rights & legal insights for athletes, aimed at providing participants with the legal and practical tools necessary to specialize in this key area of sports law.

Through an agile format and our own methodology, students will be able to concentrate their learning over a short period of time, allowing for full immersion in the key and strategic aspects of managing the image and representation of footballers and other professional athletes.

Streaming

The sessions will be **streamed live online** and will also be available on demand for one month after the course ends



From July 1 to 22, 2025

4 weekly sessions on Tuesdays,
from 17:00 to 18:30 CET



6 hours



English



Tuition fees 265 €

All taxes included



Teaching staff

The image rights & legal insights for athletes course by Sports Law Hub brings together a distinguished faculty of legal professionals and specialists in image rights, intellectual property, and sports law. Our instructors possess in-depth expertise in the legal protection, commercialization, and management of athletes' image rights across multiple jurisdictions, and they advise some of the world's leading athletes, clubs, and sports organizations.

Committed to academic excellence, they deliver a high-level training experience that balances practical application with robust legal theory—empowering participants to confidently manage image-related legal matters in elite sports environments.

International expertise. Our faculty members have worked with global sports entities, top-tier athletes, leading federations, and renowned law firms. Their practical experience allows them to provide students with a unique and strategic understanding of how image rights are negotiated, protected, and litigated across different markets.

Specialized legal approach. The course offers deep insights into the key legal frameworks governing image rights, including contract negotiation, brand management, and intellectual property law. Students gain a comprehensive understanding of how these factors impact the personal brand and commercial value of athletes.

Proven educational experience. In addition to their legal practice, our instructors are seasoned educators. They translate their complex, high-level expertise into actionable, real-world knowledge through a clear, structured, and outcomes-focused teaching methodology.

These are some of the confirmed instructors:
(Faculty participation may be subject to change)



Partner in the Sports Group at **Sheridans**



Lawyer at **Bichara e Motta Advogados**



Head of unit at the **European Court of Human Rights**



Partner at **Level**



Objectives

This hands-on, interactive course provides a comprehensive introduction to Image Rights—a vital yet often misunderstood area of sports law. Each session blends legal theory with real-world application, offering practical tools for athletes and professionals working closely with them. We'll focus on image, contracts and brand protection, and legal structuring while addressing the evolving challenges posed by digital environments like the metaverse, social media, and emerging technologies.

By combining theoretical knowledge with practical insights, participants will gain a clear understanding of how to manage and protect their image rights, maximize commercial opportunities, and mitigate reputation risks in a rapidly changing sports and media environment. This course equips you with the tools to navigate this complex world, ensuring you are prepared to tackle the challenges and seize the opportunities that arise in the digital era.



Structure

The **Course on Image rights and legal insights for athletes** is an intensive 6 hour program delivered over 4 sessions.

Session 1:
Understanding image rights

Session 2:
Commercial use & emerging technologies

Session 3:
Defamation, reputation & moral damages

Session 4:
Social Media & freedom of expression

Course timetable

From July 1 to 22, 2025.
Sessions on Tuesdays.

July 1, from 5:00 PM to 6:30 PM CEST

July 8, from 5:00 PM to 6:30 PM CEST

July 15, from 2:00 PM – 3:30 PM CEST

July 22, from 5:00 PM to 6:30 PM CEST

Who is this course aimed at?

This course is designed for athletes who want to better understand and manage their image rights, as well as for sports industry professionals—including agents, lawyers, and sports managers—who work closely with athletes and need legal and strategic tools to protect their image and reputation.

It is also ideal for those looking to maximize commercial opportunities tied to athletes’ public image in an increasingly digital world, where social media, the metaverse, and emerging technologies present both new challenges and opportunities.

Whether you’re an active athlete or a professional who advises or represents them, this course will equip you with the knowledge and resources needed to confidently navigate a legal and commercial landscape that is constantly evolving.

Session 1:

Understanding image rights



- What exactly are image rights?
- What types of image rights exist?
- Image rights under common law and civil law
- What does a typical image rights license contract look like?
- Individual image rights vs collective image rights.
- Can you create a legal entity to manage your image rights income?
- Which countries are best for setting up such a company from a tax perspective?
- Protecting your name or brand. How do you register your name or brand as a trademark?

Session 2:

Commercial use & emerging technologies



- What should you know about using your image at international events?
- Who can use your photo, and do they need your permission?
- Use of your image during the Olympic Games
 - Restrictions due to Rule 40 of the Olympic Charter
- What must you look for in a Brand Ambassador Agreement?
- Conflicts between personal sponsors and club / team sponsors
- What risks are involved when participating in advertisements?
- How can you decide which advertisements are safe for your image – and which might harm your reputation?
- What are your rights when AI creates or modifies your image?
- How do your image rights apply in the metaverse or when used in NFTs?
- Negotiation strategies for agents and lawyers

Session 3:

Defamation, reputation & moral damages



- What qualifies as defamation in sports law?
- Public figures and the "actual malice" standard
- Overview of how defamation laws differ by country
- How can you protect your reputation from false or harmful claims?
- What legal actions can you take to restore your public image?
- How do you respond to and repair damage caused by media or online attacks?
- Non-disclosure and non-defamation clauses in athlete contracts

Session 4:

Social media & freedom of expression



- What can and can't you post on social media as an athlete?
- What is "cancel culture" and how does it impact athletes?
- In what situations should you avoid making public statements?
- How can your freedom of expression be restricted by sports organizations or sponsors?
- Where and when can you make public statements during events like the Olympic Games?
- Can clubs or national teams monitor or control an athlete's social media?
- Legal boundaries between personal opinion and hate speech

Enrolment & certification process

To enroll in this course, please follow the registration process on the Sports Law Hub website: www.sportslawhub.com, before the deadline of July 31, 2025. Payment can be made by bank transfer, credit or debit card or PayPal.

A few days before the course begins, participants will receive the course calendar brochure, along with instructions for connecting to the live sessions and accessing the recorded content on demand.

Upon completion of the **Image rights & legal insights for athletes**, participants will be awarded an official certificate from Sports Law Hub. This certificate recognizes the professional skills gained throughout the program and opens up new career opportunities. For athletes, it serves as a key tool to independently and strategically manage their image, protect their legal and commercial interests, and strengthen their personal brand in an increasingly competitive and digital environment.

If you have any questions or need additional information about any aspect of the course, please do not hesitate to contact us, our team will be pleased to assist you.

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The course will be conducted subject to a sufficient number of registrants.

