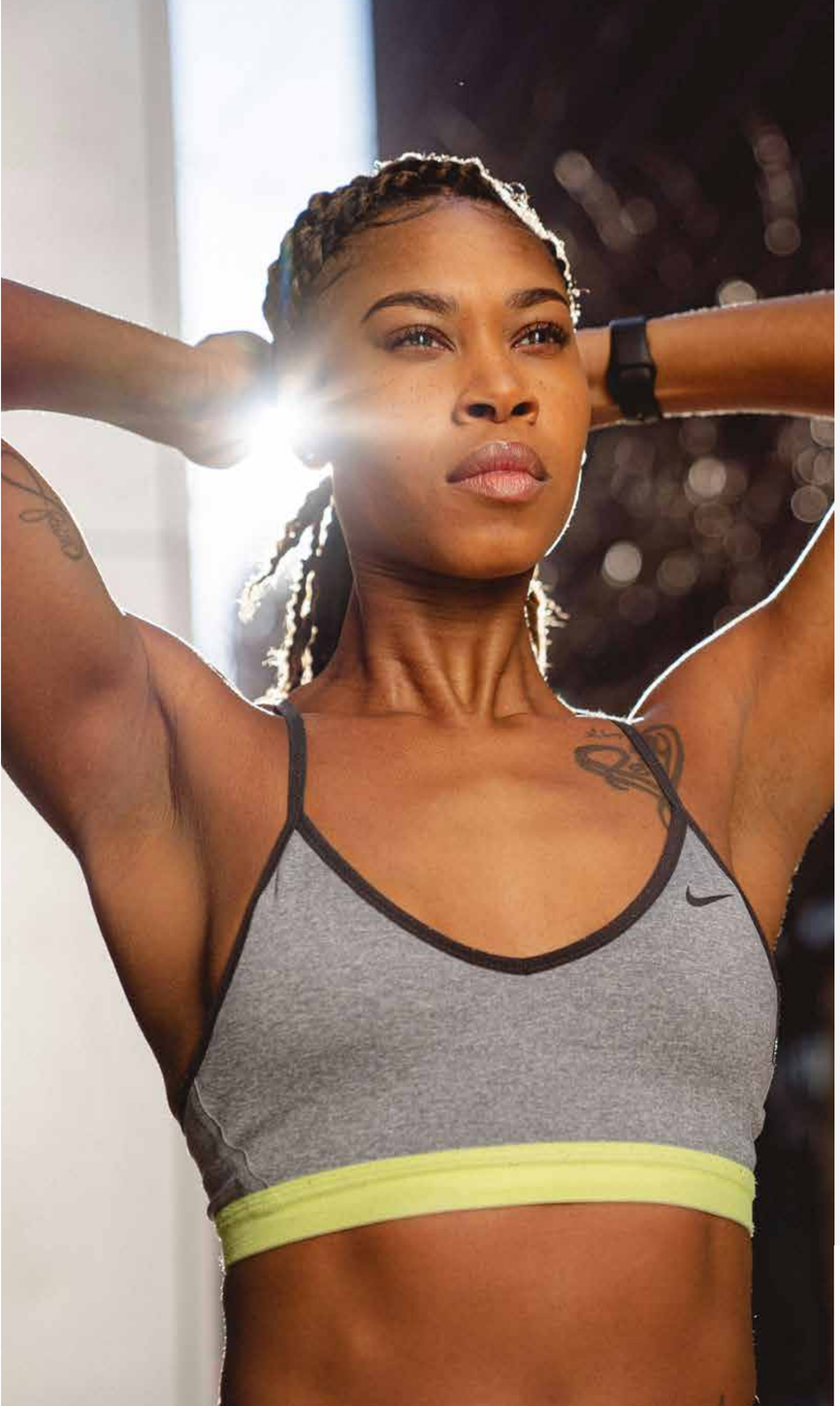


Sports Law Hub INSTITUTION FOR BUSINESS IN SPORT

The seedbed of **Sports Law** expertise

Image rights & legal insights for athletes

English edition

From 3 to 24 June 2026

4 sessions on Monday and Wednesday afternoons, CET

Supported by: Entelequia & Partners · Barcelona Sports Hub · AEDD · IFFA International Federation of Football Agents · IIDD

Funded by the European Union NextGenerationEU

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.

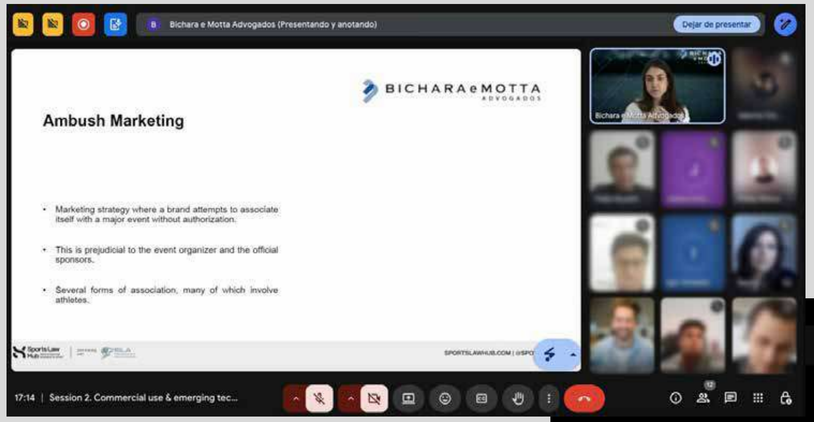
Secure your rights
Maximize your value
Join the course now

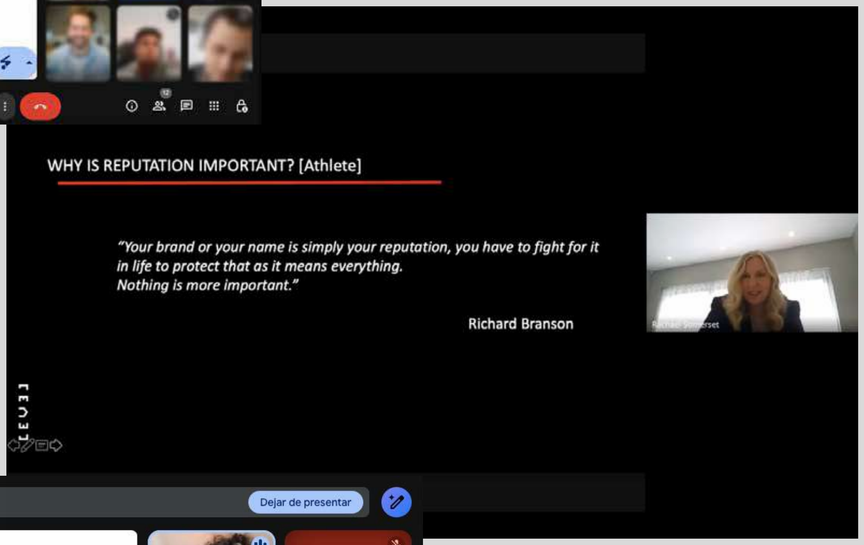
We return with a new edition featuring a **100% updated syllabus** and a **strategic vision that is more powerful than ever**

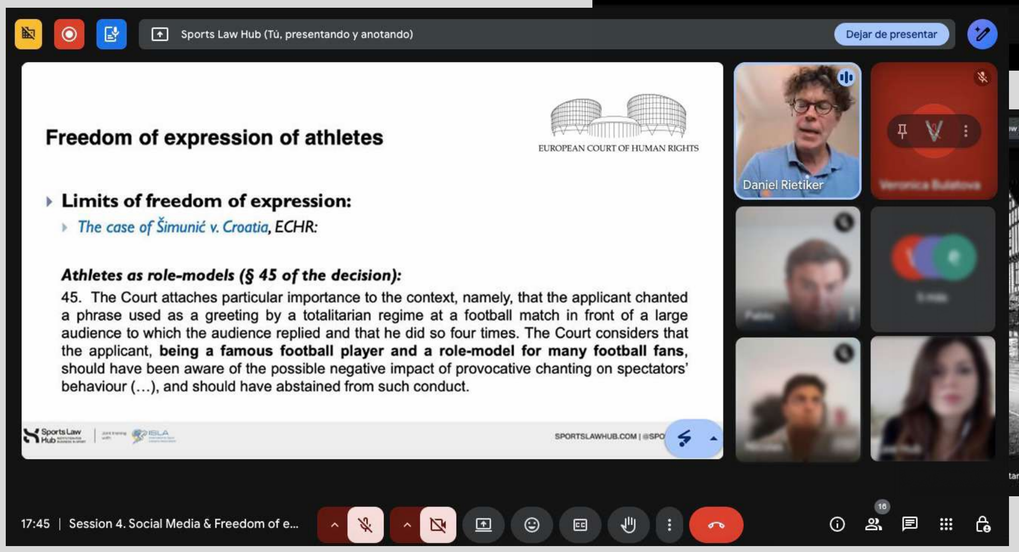
The previous edition of the Image Rights and Legal Insights for Athletes course, held in July 2025, brought together an exceptional and **unrivaled ecosystem of jurists specialized in this field**. From lawyers at top-tier international firms and agents to professional athletes, the event created a unique environment for high-level exchange. It was not just a course; it was the meeting point where the legal sector and sporting talent connected to redefine the rules of the game.

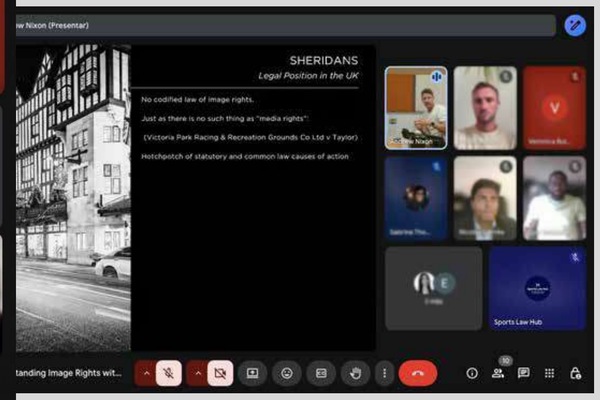
We feature an unrivaled faculty, composed of partners from the firms that dominate the market. Leading figures such as **Andrew Nixon (Sheridans), Juliana Dias Avezum (Bichara e Motta), Rachael Somerset (Level), and Daniel Rietiker (ECHR)** shared not only theory but their real-world strategies in high-profile cases.

The feedback was unanimous: **a radically practical approach**. Participants valued the faculty's ability to translate complex legal concepts into clear strategies. This training is designed to be technical for the legal expert yet **accessible for the athlete**, ensuring that everyone speaks the same commercial language.









Course format and registration

At Sports Law Hub, we understand that the management of athlete image rights is one of the most dynamic and commercially demanding areas of the industry. That is why we have designed this Course on Image Rights to provide professionals with the specialized skills and knowledge needed to master this field. Through a unique format and our own methodology, participants can concentrate their learning in a short space of time, allowing for complete immersion in the negotiation, protection, and monetization of these assets.

English

From 3 to 24 June 2026

4 weekly sessions on Wednesdays afternoons from 17:00 to 19:00 CET

8 hours

Tuition fees
520 €

All taxes included

Format & access

Live Sessions: Attend in real-time or watch recordings of any sessions you miss.

Post-June 24: Registrations after this date will grant access to the full On-Demand (self-paced) format.

Registration Deadline:
December 31.

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.

The full profiles of the faculty members will be published in the coming weeks.

Structure

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

Course timetable

From 1 to 10 June 2026.
Sessions on Monday and Wednesday.

Session 1: Understanding Image Rights in Professional Sports	June 3, from 5:00 PM to 7:00 PM CEST
Session 2: Negotiating and Drafting Image Rights Agreements	June 10, from 5:00 PM to 7:00 PM CEST
Session 3: Conflict Management and Dispute Resolution	June 17, from 5:00 PM to 7:00 PM CEST
Session 4: Future Trends and Digital Challenges in Image Rights	June 24, from 5:00 PM to 7:00 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 in Professional Sports

This session introduces the concept of image rights, their legal basis, and their growing importance in professional sports. Participants will explore how image rights differ from personality rights, publicity rights, and privacy rights, and why athletes' images have become valuable commercial assets globally.

Session 2:

Negotiating and Drafting Image Rights Agreements

This session provides a practical and hands-on examination of how image rights are drafted, negotiated, and protected through commercial agreements in professional sports. Participants will analyze key provisions in brand ambassador, sponsorship, endorsement, and licensing agreements, with particular attention to scope of rights, exclusivity, duration, territory, and compensation. The session also addresses negotiation strategies, risk allocation, and the integration of emerging issues such as social media exploitation, digital content, NFTs, gaming, and AI-generated uses, while ensuring alignment with club, league, and governing body obligations.

Session 3:

Conflict Management and Dispute Resolution

This session examines the disputes and legal challenges surrounding image rights. It addresses issues such as unauthorized endorsements, misuse of likeness, and breach of contract. Methods for resolving disputes through arbitration, litigation, or negotiation will also be explored.

Session 4:

Future Trends and Digital Challenges in Image Rights

The final session explores how emerging technologies – like NFTs, AI, and metaverse platforms – are transforming image rights. Participants will assess the implications of virtual likeness, deepfakes, and synthetic media on athletes' control over their identity.

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.

Enrolment
& certification process

To enroll in this course, please follow the registration process on the **Sports Law Hub** website: **www.sportslawhub.com -** The registration deadline is December 31 (from June 24, the course is only offered in on-demand format).

Payment can be made by bank transfer, credir 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 course, participants will receive an official Sports Law Hub certificate recognizing their participation in the training program. This certificate validates the training hours completed in the legal and commercial management of image rights, enhancing their professional profile and opening up new career opportunities in this highly specialized field.

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.

info@sportslawhub.com

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

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