

Law Students Discuss Intellectual Property and Sports

On the afternoon of 16 March 2026, in Room 703, Building E1, VNU University of Law held an academic talk titled “Law Students on Intellectual Property and Sports,” drawing a large number of lecturers and students. The event was organized ahead of World Intellectual Property Day and to mark the 95th anniversary of the Ho Chi Minh Communist Youth Union and the 50th anniversary of VNU University of Law.

In her opening remarks, Assoc. Prof. Dr. Nguyen Hoang Anh, Vice Rector, spoke about the growing role of intellectual property law amid the creative and digital economy, describing it as one of the fastest-developing areas of modern law, connected to a range of newer fields including sports. She said academic events such as this talk are part of the University’s mission to train capable legal professionals, connect theory with practice, and give students exposure to emerging legal issues. She expressed confidence that, with the participation of lecturers, practitioners and students, the talk would serve as an open forum for exploring the relationship between intellectual property, sports and career opportunities in law.

Academic and practical perspectives on IP in sports

The talk featured two presentations.

In “Intellectual Property and Sports: A Legal Academic’s Perspective,” Assoc. Prof. Dr. Tran Kien examined the relationship between intellectual property law and the modern sports industry, noting that sport today functions not only as entertainment but is closely tied to commercial and legal value.

From a practitioner’s perspective, lawyer Le Xuan Loc (T&G Law Firm) spoke about the role of intellectual property assets in the sports industry. He said major revenue streams in modern sport, including broadcast rights, sponsorship and advertising, official merchandise, and digital content, all depend on the use and protection of intellectual property. He noted that intellectual property law plays a significant role in protecting the commercial value of leagues and clubs, safeguarding broadcast rights, and controlling the commercial use of sports-related products.

An open academic space for students

The discussion session drew a range of student questions, including on balancing IP protection with consumer interests, and the overlap between personality rights and IP protection for the images of sports

stars. Through the exchange, students gained not only new legal knowledge but also the chance to interact directly with lecturers and practitioners in the field of intellectual property.

The talk provided a useful academic forum for students at VNU University of Law to learn more about a fast-growing area of law and to consider career opportunities connected to the creative and digital economy.