



Allison Garrett and Elizabeth E.L. Isaac Examine Olympic Intellectual Property Protections in IP Watchdog

Spencer Fane attorneys [Allison Garrett](#) and [Elizabeth E.L. Isaac](#) wrote the article [Olympic Games 2028 Preparation Part I: Never Too Soon to Get Your IP Strategy in Order](#), recently published by *IP Watchdog*.

In the team's article, originally a firm [blog post](#), they discuss the intersection of business, marketing, and intellectual property law in connection with the 2028 Olympic Games. They examine potential challenges for businesses and highlight important areas of compliance. The article serves as a resource for organizations looking to prepare for the opportunities the Games may bring.

"When others use USOPC intellectual property and Olympic imagery without authorization, partners who invest millions to support the Olympic Games are less willing to continue funding the Olympics. The licensing of intellectual property, along with the broadcast rights for the Olympic Games, provides a substantial revenue stream, which ensures financial support to the entire Olympic movement," the team wrote.

Allison plays a critical role in the firm's higher education practice, resolving complex regulatory, administrative, operational, and transactional issues specific to public and private universities. Supported by a decadeslong track record of success in legal, educational, and leadership roles, she has held prominent positions in government, at a multinational retail corporation, and at the highest levels of several higher education institutions.

Elizabeth helps businesses, entrepreneurs, and artists assess and protect their brands, inventions, and creative products and ideas to leverage IP portfolios and enhance business options. She strategically counsels clients on due diligence, patents, trademarks, copyrights, entertainment law, and internet law, as well as licensing, transactional, adversarial, and litigation matters.

Read the team's full article [here](#).