

BASKETBALL PLAYER USES GUERNSEY TO PROTECT IMAGE RIGHTS

23 JANUARY 2014

[Collas Crill IP](#) has filed an image rights application for professional basketball player Loukas Mavrokefalidis, who currently plays for Panathinaikos Athens in the Euroleague.

Mavrokefalidis joins a growing list of high profile personalities across the globe in the world of sport, media and entertainment who have used the Guernsey Image Rights registry to protect their personal brand and identity, both now and in the future.

Collas Crill IP Director David Evans said: "This further endorses the Guernsey Image Right as a unique way in which global personalities can have their personal rights protected and managed effectively for the first time anywhere in the world."

Guernsey is the first jurisdiction to create a registrable image right, enabling effective management and control of the commercial use of a person's identity, and images associated with that person, including distinctive expressions, characteristics or attributes. Collas Crill's intellectual property specialists were among the architects of this robust and innovative new law which came into force in December 2012, drawing on both trademark and copyright principles.

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