LEGAL COMMITTEE

2022 Activity Report

Mandate
The Legal Committee facilitates and enhances the interaction, information exchange and co-operation between the WFSGI members on the latest international legal developments within the Sporting Goods Industry. This neutral platform offers the advantage of enabling to development of concrete and tangible solutions to address emerging legal challenges.

Summary
Even during this in many respects very challenging year of 2022, the activities of the LC could be broadened and sharpened in their scope and the LC membership increased. After the long Covid 19-related break, a full day physical LC meeting was held in Munich in the context of the ISPO trade show on November 30, 2022.

- In general, it is noteworthy to mention that the word ‘digital’ was THE buzz word, which determined or at least significantly influenced most of the activities the LC had been dealing with in 2022.

- On June 15, 2022, a virtual web meeting took place with inhouse legal professionals and experts representing the traditional sporting goods industry. A short update was provided on the status of the ongoing LC projects, further the pros and cons for new possible projects were intensively discussed and vibrant current topics such as the increasing number of copyright claims of third parties of an alleged infringement of music and image rights by sports brands, or the new challenges created by the substantially changed global geopolitical environment were discussed.

Update on key activities
WFSGI Digitization of Product Information WG
The working group received an equally a high degree of positive attention at WFSGI member level. Several virtual web conferences were held in 2022. During the most recent one (October 18, 2022) discussions continued as to whether and to which extent the WFSGI should be represented at the International Organization for Standardization (ISO)’s level. One of the co-chairs of the WG, Decathlon, shared valuable up-to-date information about its lobbying activities and new initiatives at EU regulatory level, which might be possibly door openers for allowing digital labelling in certain specific fields such as textile and PPE. As a very concrete work product, the WG is in the final stage of finalizing a position paper to be followed by an executive summary. Such statements are intended to be used for lobbying activities with the support of national and regional sporting goods associations. Based upon requests from various WFSGI members it is explored whether either under the umbrella of the existing working group or more likely by forming an additional one, the areas of meta-verse,
Web 3.0 and non-fungible tokens (NFTs) shall be dealt with. A WFSGI pool of experts is being created on these topics and guest speakers from other industry sectors such as the automotive and luxury goods segment, were invited to the last LC meeting to share expertise and experience.

**Intellectual Property Rights (IPR) – Online Brand Abuse**

In 2022 the WFSGI underwent an intensive global screening process to find a suitable successor for its previous cooperation partner company Convey to efficiently and with the support of state-of-the-art digital and KI technology collectively fight illicit online offerings. An in-depth evaluation/selection process took place with the involvement and recommendations of various in-house IP experts of leading WFSGI member companies. Ultimately it has been decided to choose company Corsearch (www.corsearch.com) which is operating worldwide, with more than 1,250 multilingual employees, and not at least also due to the fact that we received very positive feedback from a number of WFSGI companies, who are already Corsearch clients. WFSGI members will enjoy favorable discounted subscription conditions and will be informed in more detail in the last quarter of 2022/in early 2023.

**WFSGI Compliant Labelling Requirements (CLR) Database**

WFSGI and its partner Compliance & Risks deployed joint significant marketing efforts to promote the database, including interviews but also webinar on May 17, 2022 with the title “What’s New? Regulatory Trends in the Fashion and Sporting Goods Industry 2022”, which received lots of attention and a high number of participants. New subscribers to the CLR Database include shiny names in the fashion and sports sector such as Gymshark, Marks & Spencer and Tendam, this in addition to the already existing users (Nike, Asics, Under Armour, New Balance, Columbia, Pentland, Puma, Shimano, Sport 2000, VF corporation, Tory Burch, Burberry, PVH, Fenix, Buff).

**WFSGI Legal Alert Mechanism – Horizon Scanning**

This digital information tool of the WFSGI, which provides quarterly targeted information at global level on legal topics and developments has received increasing attention and popularity among the WFSGI membership and beyond.

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**WFSGI, LEGAL COMMITTEE**

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<td>Jochen Schäfer</td>
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<td>Dr. Markus A. Kürten</td>
<td>Alistair Kilgour</td>
<td>Charlotte Giudicelli</td>
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<td>WFSGI Legal Counsel</td>
<td>Brand Protection Team Lead, Nike Inc.</td>
<td>Vice-President, Compliance &amp; Privacy, adidas AG</td>
<td>General Counsel, Pentland Brands Limited</td>
<td>WFSGI Head of Legal</td>
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