

Tokyo 2020: Will the Olympics Win the Gold for IP Protection?

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Carlton Fields intellectual property attorney Clark Lackert was quoted in an *Asia IP* article examining the intellectual property assets of the Olympic Games, as well as the inevitable incidents of infringement and subsequent enforcement. “The question to be answered now, is how aggressive the JOC, Japanese government and the associated brand owners will enforce the existing law against ambush marketers and counterfeiters,” said Lackert. “The law is there. Action will be needed to enforce it.” “We can only determine the result of these efforts as we move forward in September 2021 for the Paris Olympics in 2024.” [Read the article.](#) (Subscription may be required).

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