

LICENSE - A TOOL TO PROMOTE THE SPORT

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Abstract: *Licences, a profitable instrument to promote sport, is a new commercial dimension in sport during the last decade, especially in professional and Olympic sports. It is important to note that the development of sports licenses was originally the result of legal defense strategies, increasingly sophisticated, protecting brand names and sports entity.*

The license agreement, the holder of a patent licensor send a recipient licensee the right to use an invention. Content and effects are governed by contract law license, which is determined by the Parties in accordance with the principle of autonomy of will.

Keywords: *licensed sports, olympic sports, patent*

INTRODUCTION

Sports activities, the staff, its behavior influences and gives value to their service reputation and trust enjoyed by the staff is largely determined by characteristics related to honesty, pride, fair play, physical and mental health, etc. ., features defining sporting activity in general.

The image that an athlete has among consumers is very much influenced by the corporate image of the organization to which it belongs.

Therefore, more and more organizations realize the importance of sports that should give the image that forms in the population.

A characterization of the sports industry is more than necessary to identify the components and connections between them.

Assuming that sports marketing requires the involvement of two major categories of organizations (sports and nonsportive), it is important to highlight the place they occupy each of them and the role they play in the sports industry.

In the early development of the products and services sports organizations that were active in this market have seen the need to implement the elements of marketing, so their business to grow, leading to an overall development of the field.

MATERIALS AND METHODS

Sport runs on two levers operate correctly: on the one hand, attracting fans, on the other hand, the generation of competitiveness and performance. Sports marketing is based on three sources of funding: the sale of television rights, sponsorship and merchandising.

Sport is a social phenomenon that, over time, had a huge impact on society and allowed the formation and socialization of individuals, leading ultimately to the overall development of society.

RESULTS AND DISCUSSION

Sport, at the beginning of the third millennium, which requires profound knowledge promoting coherent policies in sports based on the central hypothesis: the correlation between quality of life, productivity and health of an individual to practice a sport for pleasure.

Licences, a profitable instrument to promote sport, is a new commercial dimension of sport during the last decade, especially in professional sports and the Olympics. It is important to note that the development of sports licenses was initially the result of legal defensive strategy, increasingly sophisticated, protecting brand names and sports entity.

A classification of certain terminology used in Romanian becomes necessary. In industry, manufacturing license includes giving attention to a product, without the right to use the mark.

There is a proper system of licensing for professional clubs at European and national level, as tools to promote better management of sport.

These systems must comply with the provisions on competition and the internal market and can not go beyond what is necessary to achieve a legitimate objective of the organization and proper management of sport.

Efforts should focus on the implementation and consolidation of licensing systems.

For football, that in the near future licensing system will become mandatory for clubs entering European competitions, action should focus on promoting and encouraging the use of licensing systems at national level.

In sports licenses are actually concessions they require temporary entitlement to operate a sports brand.

Licences today serve two essential objectives of any organization, whether licensed or license holder:

- **Gross:** can vary significantly depending on the type of ăroprietate (temporary or stable) under license, but first makes value concessions and territory. Make a league comprised of club teams united under the same logo is a huge property that may be subject to numerous licenses

- **Advertising:** whenever fans use or wear products bearing the insignia of your favorite team or club, declaring affective affiliation, they are carriers of messages to sport and team. Meanwhile, companies that purchase sporting licenses are enjoying the benefits of association with the sport code.

The licensing agreement, the holder of a patent licensor forward unuibeneficiar, licensed the right to use an invention. The content and effects of the license shall be governed by the law of contract, which shall be determined by the Parties in accordance with the principle of autonomy of will.

Creating and implementing a license by a sport organization involves several steps required:

- Creating a property to represent the organization and whose commercial exploitation is possible under existing legal regulations;

- Registration or entry penru property to ensure its protection against misuse;

- Assessment of the retail market for the products to be applied to brand. This stage involves: identifying market segments for the program to meet the wishes of each target segment, selecting cateoriilor revenue generating product for which application for license.

- Develop an appropriate product mix: the most used category of products that traditionally apply to sports logos is the clothing. This generic product can be divided into subclasses: sports clothing, sports equipment, clothing, interior and so on;

- Evaluation of distributors market: products can be manufactured under license resell not only ordinary network of stores, but also by the news magazine, magazine for collectors, specialist shops ARTCO sports gift shops and so on;

- Search and identification carmaker likely to be interested in acquiring licenses: sport organization must find manufacturer interested in purchasing its license after he decided on the products you would like the logo to be applied;

- Conclusion of license: general licensing contracts are contracts falling within the location and refers to the conditions of transfer of the use of a property. By their nature, licenses are divided into two categories: unlimited and limited. The unlimited license, receive exclusive licensee for the duration of the patent. Licensee may grant licenses or sublicenses simple. The limited license right to use the invention has some restrictions. Rights may be limited licensee on the application of the invention, use subject of the contract period, the extent in space, the quantity of items produced, sales prices.

- Developing relationships with retailers and sales support: the licensor must consider the manufacturer's need to maintain the agreed quality standard products apply its insignia. Discrepancy between the quality of the product and logo is associated with it affect sports brand image.

Increasing the professional sports industry in recent years, combined with the increased involvement of companies suggests that monopoly power held by clubs in the production, marketing and sale of a single product completely transformed what sport means. This happened due to change both the product offered and groups are buying.

Initially, the product sports league was created especially for the fans, especially for ceicare go to games. Today, the various sources of income that professional sports leagues are available suggest that although the essence of the product remains, leagues and clubs shall create other products. In the context of sports marketing, "product" is often competition show (uncertainty) or a product / service emotion associated with the event, or both.

Traditionally, sports teams were public or independent contractors were held individually. On the other hand, the emergence of corporations in professional sports activities resulted in, and is the result of the significant growth of this industry. By interacting with businesses outside of sports have found the latest sources of revenue, and this will continue to be the most promising source of growth.

Type or non-profit organizations in many areas use sport as a means of promoting products, services, ideas, or their images.

Capacity to support sports promotion expenses by associated partners through sponsorship, advertising or promotion in cooperation with other partners (eg, marketing or mutual barter services) is unique from any other sector of the economy.

Sport is also one of the favorite areas of application by various organizations through event marketing.

The sport consists of a communication message encoding to convey information in a timely manner or not to disclose tactical opponent's intentions. Expression graphic on the ground have applicability in theory but also in practice. Processing recordings made in training and matches reveals specific abstract data for sporting people.

CONCLUSION

Sport plays a major role in contemporary society, it becomes a tool for development policy that allows different groups to gain access to areas of public life, beyond any barriers, regardless of their nature.

Sports organizations in their role as a social phenomenon, projecting an image of their environment. This image is derived from a variety of reasons: the connotation of sports, players and managers personality flagship award scheme, etc..

The state, represented by government organizations, is involved in the development of sport for a variety of reasons: internal, social - to provide the population base increasingly broader entertainment and education, but also a way to strengthen health, the international nature, the achievement of foreign policy objectives, namely improving the country's international relations.

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