

Dated 12 January 2020

Q&A - CSPPA Group Licensing

Background

Group licensing programs can be found in all well-established American and European sports leagues, such as the NFL, NBA, NHL, MLB, Premier League etc., In each of these sports leagues,, the player association in question, for example the NFLPA, the NBPA, NHLPA, MLBPA or the PFA, has been assigned the exclusive right to use license and sublicense the intellectual property rights (e.g. images, names, voice) of its members on a collective basis. The licensing of these intellectual property rights on a collective basis by the player association is organized in a so-called group licensing program, which determines the criteria and conditions for both commercial and non-commercial group licenses.

The CSPPA players collaborate on a similar group licensing program whereby CSPPA players' publicity rights are licensed by the CSPPA if the publicity rights of six or more players are used. The income generated from the group licensing program can only be used to further and protect the interests of professional CS:GO players and in accordance with the articles of association of the CSPPA. Through the group licensing program the CSPPA members are furthermore in a stronger position to safeguard their image and reputation and to protect themselves against any misappropriations of their rights through collective actions.

Q1: What does use of player intellectual property on a 'collective basis' mean?

In the CSPPA group licensing program, use on a 'collective basis' means use of the intellectual property of 6 (six) or more players.

Q2: How may collective player intellectual property be used by CSPPA?

Each group license is approved by the CSPPA board of directors following consultation with relevant CSPPA players.

Q3: Do licensee partners have any influence over CSPPA?

No. Like any other group licensing programs, licenses provided by CSPPA to partners confer no rights or influences on the partner with respect to how CSPPA conducts its activities. Licenses provided are commercial agreements between CSPPA and the relevant partner whereby CSPPA provides a license to the partner and the partner pays a fee in consideration for such license over the term of the license.

Q4: How are proceeds from licenses used by CSPPA?

Any proceeds from licenses may only be used to protect the interests of professional CS:GO players and in accordance with the articles of association of the CSPPA. CSPPA projects funded by proceeds from partner licenses include, amongst others:

- Establishment of education and career ending programs for professional CS:GO players.
- CSPPA's mental health project for CS:GO players facing mental challenges.
- Operating an emergency hotline for CSPPA Players and other professional CS:GO players.
- Collaboration and work on integrity matters relating to competitive play of CS:GO.
- Negotiation and ongoing management of framework agreements regarding players' working conditions entered into with tournament and league organizers and participating teams.
- Ongoing player advice and services.
- Ongoing management of the CSPPA group licensing program.
- CSPPA's collaboration with tournament organizers and other key stakeholders in the esports community on establishing a balanced regulatory framework for CS:GO and esports comparable to other sports.

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Please direct any queries in respect of this Q&A to:

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