



# Intertrust

Services for sports professionals  
and entertainers



### Building your brand

Talented individuals live fast and international lives and are often involved in various disciplines of the sports and entertainment industries. These days it's not only about your talent, it's about your brand. Often a career in the sports or entertainment industry is at its height at a very young age. But if you have been able to build up your brand, you may be able to capitalize on your talent for a very long time.

### Structuring

In order to fully exploit your talent it is essential to look at the legal and fiscal side of your Image Rights, Trademarks, Copyrights or Publishing Rights. These Intellectual Assets are the profit centre for your future and careful structuring of royalty and salary income streams is key to a maximum return on your talent.

### Our expertise

Intertrust's Intellectual Property Group has been involved in structuring for athletes and entertainers for over two decades. By serving individual talent and companies active in the international music, sports, fashion and media industry, we have built up a wealth of expertise. Today our clients include some of the world's top performing artists and renowned personalities such as footballers, musicians, pop artists, DJ's and fashion models. But we also assist promising young talent.

### Our services

Intertrust's Intellectual Property Group focuses on convenience and tax efficiency. Working with the best lawyers, accountants, agents and managers, solutions are crafted to accommodate each individual situation.

As one of the main players in this field, Intertrust offers the best facilities for setting up and managing international holding and licensing structures. We can also arrange for the collection and distribution of royalty and sponsorship income. In short, we can manage every legal, fiscal and administrative aspect of your Intellectual Assets.

Our Intellectual Property Group offers the following services to talented individuals and/or their employers:


- ▶ Tax efficient exploitation of Image Rights and other Intellectual Assets
- ▶ Tax efficient employment structures
- ▶ Licensing structures including the possibility of using our in-house royalty companies located in strategic jurisdictions
- ▶ Succession and estate planning including the setting up and administration of trusts and foundations
- ▶ International pension schemes
- ▶ Employee Benefit Trusts
- ▶ Charitable and philanthropic trusts

The increasingly global nature of entertainment, sport and media requires a truly international perspective. With IP experts in various strategic locations including Amsterdam, Guernsey, London, Luxembourg, Madrid and Hong Kong, our Intellectual Property Group provides the skills, contacts and specialised services to capitalise on the commercial potential of a song, a name or an image.

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Our clients come from every corner of the globe. Different countries, different cultures. Just like us. We have more than 1,000 professionals in more than 20 countries worldwide. So we have the local knowledge and sensitivity to see things from your point of view.

 Setting the standard since 1952

### Intertrust Group Holding

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