



THE UGANDA REGISTRATION SERVICES BUREAU (URSB) WORLD INTELLECTUAL PROPERTY DAY 2026 MOOT CASE

I. THE FACTUAL BACKGROUND

1. The Uganda Duulu Premier League (UDPL) is the top-tier professional duulu league in Uganda, organized by the Uganda Duulu Association (UDA). UDA is recognized by the country's National Sports Council as a National Sports Association for "duulu" sport.
2. Luseke Bright, is a Ugandan duulu icon and celebrated player for Kapeke Duulu Club, a historic club in the UDPL. He is known for his duulu striking abilities and his signature celebration, where he mimics drinking from a calabash at every win. He has become so famous to the extent that fans and media have nicknamed him "Omutima" ("The Heart") for his passionate play.
3. In 2025, Lubisi Uganda Ltd, a company owning several fuel stations in the country and also deals in motorcycle engine oil entered into a five-year sponsorship agreement with UDA and the UDPL Secretariat as the official "Title Sponsor" of the top-tier professional Duulu league.
4. The agreement grants Lubisi Uganda Ltd extensive commercial rights, including:
 - i. Title Rights: The league is officially branded the "Lubisi Uganda Duulu Premier League."
 - ii. Intellectual Property Rights: The exclusive right to use the UDPL's official logo, marks, and imagery in its advertising.

- iii. Image Rights: A broad clause granting the "exclusive right to use the names, images, facsimiles, and biographical data of all UDPL players, collectively or individually, for promotional and advertising purposes related to the sponsorship." Players are required to sign a "Team Consent" form upon registration for the league, which purports to assign these rights to UDA for the duration of their registration.
5. Unhappy with the compensation structure from UDA for player images, and believing his individual commercial value far exceeds the collective agreement, Luseke Bright enters into a personal endorsement deal with Axel Brands Ltd, a local company that manufactures "PlayPower," an energy drink. The contract allows Axel Brands to use Luseke's name, nickname "Omutima," and likeness, including his signature calabash celebration, in a nationwide advertising campaign for PlayPower. The campaign launches with the tagline: "Fuel Your Heart. Drink PlayPower." with a picture of Luseke in action playing duulu.
6. The exclusive broadcasting rights for the UDPL have been sold by UDA to a subscription-based satellite television platform, "Times Star." Yaka TV is a free-to-air station that previously showed UDPL highlights. UDA and the UDPL Secretariat, citing the exclusive broadcasting agreement, have issued a cease-and-desist letter to Yaka TV, prohibiting them from showing any footage, including highlights or post-match interviews, from the Lubisi Uganda Duulu Premier League.

II. THE DISPUTE

Following the launch of Axel Brands' "Fuel Your Heart. Drink Play Power" campaign featuring Luseke Bright, the Parties have taken the following actions:

- i. UDA and the UDPL Secretariat issued a public statement declaring that Luseke Bright's individual endorsement deal violates the league's unified sponsorship agreement with Lubisi Uganda Ltd. They argue that the "Team Consent" form signed by players vests all commercial image rights in UDA, and that Luseke's actions constitute a breach of league rules and an act of "ambush marketing" that dilutes the value of Lubisi Uganda Ltd.'s official sponsorship. They have threatened to fine Luseke Bright and ban him from playing for the Uganda National Team ("The Duulu Kobs").
- ii. Lubisi Uganda Ltd has written to UDA, threatening to sue for breach of contract and seeking to terminate the sponsorship agreement. It claims that Axel Brands' campaign, particularly the use of the word "Heart" (evoking Luseke's nickname) and the calabash celebration and the image of Luseke creates confusion in the marketplace and unfairly associates an energy drink with the UDPL, infringing on their exclusive rights as title sponsor.
- iii. The Claimants have jointly filed a claim with High Court of Uganda (Commercial Division), seeking, damages, account of profits and an injunction to stop the Axel Brands campaign and to prevent Yaka TV from broadcasting any UDL content.
- iv. Luseke Bright contends that his image, nickname, and goal celebration are his own personal property. He argues that the "Team Consent" form is a contract of adhesion and does not constitute the "unequivocal written consent" required to permanently transfer his inherent image and personality rights to UDA for commercial exploitation. He asserts that UDA is trying to control his personality for the benefit of a third party without fair compensation to him.
- v. Axel Brands Ltd argues that its advertising campaign is legitimate. They are not using the official UDL logo or claiming to be league sponsors. They maintain that they have simply hired a famous Ugandan to endorse their product, which is a

standard commercial practice. They deny any trademark infringement or passing off.

- vi. Yaka TV contends that its right to broadcast news and highlights of public interest events, such as duulu matches, is protected under the doctrine of fair dealing within the Copyright and Neighbouring Rights Act Cap 222 as well as the right to information under the Constitution. They argue that preventing them from showing any footage amounts to a competition law violation and stifles public access to information, given that they are a free-to-air station serving a wider audience than the exclusive subscription service.

NOTE: Please note that these facts are fictional and any similarities to any person or circumstances are purely coincidental, non-intentional and circumstantial and have been made up for the purposes of this competition.

INSTRUCTIONS

KEY LEGAL AUTHORITIES FOR MOOT PREPARATION

This moot problem requires students to navigate a complex intersection of newly codified sports law, intellectual property statutes, and emerging case law on image rights, broadcasting rights and the right to information access. The participants are encouraged to research widely and cite relevant precedents from Uganda and across other jurisdictions in supporting their arguments.

1. THE LEGAL QUESTIONS FOR DETERMINATION

The Claimants have approached the court for relief, and the following issues have been framed for determination:

- i. Endorsement Rights (Image/Personality Rights): Whether the "Team Consent" form signed by UDPL players amounts to a legally valid and unequivocal transfer of their individual image rights to UDA, thereby preventing a player like Luseke Bright from entering into his own personal endorsement agreements.
- ii. Trademark Infringement and Unlawful Competition: Whether the advertising campaign by Axel Brands, using Luseke Bright's nickname and calabash celebration, constitutes trademark infringement, passing off, or unlawful interference with Lubisi Uganda's contractual rights as the official league sponsor (i.e., ambush marketing).
- iii. Broadcasting Rights: Whether UDA's exclusive broadcasting agreement with Times Star can legally prohibit a free-to-air station like Yaka TV from broadcasting match highlights and related content, or whether such broadcast falls under the fair dealing exceptions in the Copyright and Neighbouring Rights Act Cap 222.

Guidance on Regulations to possibly refer to (you are not limited to considering these provisions; they are provided only for basic direction). You are also expected to use relevant case law.

- The Constitution of the Republic of Uganda, 1995 (as amended)
- The National Sports Act, Cap 151
- Trade Marks Acts, Cap 225
- The Copyright and Neighbouring Rights Act, Cap 222.
- Relevant case law from Uganda and beyond.
- Scholarly writings on the subject.

2. TIMELINES

DETAILS	TIIMELINES
Written submission deadline	5 th April 2026
Evaluation of memorial	8-10 th April 2026

Announcing of advanced teams	11 th April 2026
Semi Finals	23 rd April 2026
Final	24 th April 2026

3. TEAMS

Each team must consist of two (2) students. Team members shall be drawn from universities accredited to teach law across the country.

4. WRITTEN PLEADINGS

Based on the facts, participants will file the initial brief/memorials, including their legal submissions covering the merits, and relevant requests for relief, for both Claimant and Respondent(s).

The written pleadings of maximum **20 pages** should have the following:

- i. Cover page – the name of the case, the title of the document and team name
- ii. Table of contents (one page)
- iii. List of abbreviations (with full form)
- iv. Summary of the arguments (one page)
- v. Main argumentation
- vi. Submission/Relief/Prayer
- vii. List of sources

Note: that the memorial should follow the above criteria. There is no need for drafting of a plaint and defense.

Font: Times New Roman

Font size: 12pt font size,

Line spacing: 1.5

Page number (bottom right hand side)

Footnotes: Times New Roman, 10 pt font size.

Teams shall submit their memorials for both sides by email at denis.birungi@ursb.go.ug. The submission deadline is on **5th April, 2026**.

Teams that fail to submit their written pleadings will be disqualified.

5. SCORING

Teams will be scored as follows;

(i) Written Pleadings

The written pleadings (Claimant and Respondent) will each be scored out of **50 points**.

Scoring Criteria	Maximum points allocated
Correct Legal Analysis including legal research	35
Written Pleadings Structure	15
Citation	5

Only four (4) teams that have scored the highest marks shall progress to the oral pleading stage.

1. ORAL PLEADINGS

The oral pleading round will be held in-person.

There will be a random pairing of teams.

The organizer will share the written pleadings to teams after the oral pleading draws.

Teams are expected to address the procedural and substantive issues of the moot problem.

Each team will plead one randomly selected side; as the Claimant and Respondent.

Each team will have 25 minutes for their submissions and 5 minutes for rebuttal.

The successful teams will go through to the final round. The final round shall be held in an open auditorium with guests for the IP day celebration observing.

The oral pleadings will be scored out of **100 points**.

Scoring Criteria	Maximum points allocated
Structure and clarity of legal arguments	15
Knowledge and application of law	15
Use of relevant case law	15
Knowledge and use of facts	15
Advocacy skill	10
Response to Panel questions	10
Courtroom etiquette	10
Time management	10

For any inquiry or clarification:

Email: denis.birungi@ursb.go.ug or **Call:** +256 775 400896