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Small World Partners and Creative Design

GENERAL INFORMATION FOR BOTH PARTIES

Small World Games Mascot Design Agreement

This negotiation is between Small World Partners (“SWP”) and Creative Design (“CD”). It concerns the design of a mascot or mascots for the Small World Games in the summer two years from now. The Small World Games are the brain child of Small World Partners, a group of four former classmates/athletes who want to put together an athletic event that returns to the original values of the Olympic Games—a worldwide competition of amateur athletes that emphasizes fellowship and sportsmanship. The competition is limited to athletes who are currently enrolled in a university, although they do not necessarily have to compete on one of the university’s athletic teams. The first international competition will be limited to track and field, swimming, and tennis. At this point, 40 countries have committed to send teams, and SWP is hoping to entice perhaps another 20 countries for the Games two years from now.

CD is a company that designs advertising campaigns and produces merchandise for various nonprofit organizations and special events like the Small World Games. CD has done successful campaigns for major international charities as well as concerts and festivals. It has been in existence for almost 20 years and is stable both financially and in terms of personnel.

CD is in the home country of the lawyers who represent the company and Small World Partners is a partnership in the home country of the lawyers who represent the partners. SWP contacted CD to determine whether CD was interested in submitting a proposal for the mascot design. CD responded in the affirmative.

The parties are negotiating the timing and ownership of the mascot design, the price to be paid for the design, and what the division of revenue from merchandise using the design will be. If this negotiation and the mascot design process go well, CD is hoping to obtain the contract for the overall marketing campaign for the Games. There have not been significant negotiations between the parties so far, and the lawyers for CD have traveled to the offices of SWP’s lawyers to put this deal together.

Timing; The parties will negotiate the schedule for submitting a mascot design, and the schedule for producing merchandise with the design if the design is accepted.

Ownership; The parties will negotiate for ownership and control of the design.

Price; The parties will negotiate the price of creating the design, and the pricing of products made using the design. The parties have agreed that all money negotiations will be in euros.

Revenue; The parties will work out whether some of the payment to CD will be in the form of sharing revenue from products with the mascot design.