

1UP Esports – Intellectual Property Policy

Version 1.0 · Updated 6 October 2026

Rights notices

Copyright notice

© 2026 1UP Esports. All rights reserved in material owned by 1UP Esports, subject to applicable licences and statutory exceptions. Third-party material, including game titles, publisher artwork and platform brands, remains the property of its respective rights holders.

Design-rights notice

1UP Esports reserves any applicable rights in its original designs, including the Robot Team characters, visual identity and interface designs. Protection depends on the relevant legal requirements, territory and supporting evidence. No registered-design status is asserted unless an asset-specific registration is identified.

Patent status

Patent status: under confidential review. 1UP Esports does not describe any invention as ‘patent pending’ and does not assert that any patent application has been filed or granted. Any future notice will be issued only after a verified, current application exists.

This policy does not certify ownership, registration or patent status for any individual asset. Asset-specific rights and any patent notices require supporting records and review by an appropriately qualified intellectual property adviser.

1. Who we are and what this policy covers

1UP Esports is a UK-based inclusive esports academy. This policy explains the intellectual property rights (IPR) associated with our website, programmes and creative works.

The scope includes 1UP-origin website content and software, the Robot Team characters (BOB, BRAX, BABS, BOLO, BITZ and BRYK) and their videos and artwork, Academy learning materials, coaching resources, tournament rules and guides, photographs, illustrations, logos, visual designs, animations, audio, video and other digital assets. Listing a category does not establish ownership of every item in it.

2. Ownership of 1UP Esports assets

1UP Esports retains the IPR that it owns in its original works and digital assets. Ownership may arise under applicable law, including qualifying works made by employees in the course of employment, or through a valid written assignment. Relevant creation records, contracts and licences determine the rights in each asset.

Commissioning, paying for, hosting or publishing a work does not by itself transfer all rights to 1UP Esports. Independent creators, coaches and contributors retain their rights unless a valid assignment or other agreement provides otherwise. Where 1UP Esports holds a licence rather than ownership, our use and any onward permission are limited by that licence.

3. Player, member and partner content

Players, members, schools and partners retain their existing rights in gameplay clips, gamertags, images, branding and other content they share with us. Sharing content does not, by itself, assign ownership to 1UP Esports. Any permission we need to show, moderate or stream that content is governed by the Terms of Use, tournament rules or a written agreement.

Content involving under-16s is only used with appropriate parent or carer consent. Ownership and permitted use of partner-specific deliverables, such as school programme materials, depend on the applicable agreement, underlying rights and law.

4. Copyright and attribution

Copyright may protect qualifying original software, written works, artistic works and other materials; separate rights may apply to recordings, films and databases. Copyright generally arises automatically when the legal requirements are met. A notice records a claim but does not prove that every item is protected or owned by 1UP Esports.

Keep copyright, authorship, licence and other rights notices intact when using material under an applicable licence. Crediting 1UP Esports does not replace permission where permission is required. We respect contributors' applicable moral rights and agreed attribution; this policy does not waive them.

5. Designs, characters and brand identity

Original character designs, graphical elements and other qualifying designs may attract copyright, unregistered design protection or registered design rights. These protections have different eligibility rules, scope, duration and territorial limits; not every interface, idea or functional feature qualifies.

1UP Esports reserves the design rights it actually holds. No design is described as registered without a verified registration. The 1UP Esports name, logo, Robot Team names and the line "Level Up. No Barriers. No Limits." may also be protected by trade mark law or other applicable law. This policy does not assert that any trade mark is registered. Do not imply 1UP Esports endorsement or affiliation without permission.

6. Patents and pending patents

Patent rights are distinct from copyright and design rights. An invention, such as an adaptive controller set-up or accessibility method, is not patented merely because it has been developed, shown in a video or described in a guide. Any potentially patentable material is under confidential review; this policy does not state that an application is pending or granted.

Any future 'patent pending' notice must relate to a verified, current application and accurately identify its scope and territory where appropriate. A pending application can be refused, withdrawn or lapse; it is not a grant or a guarantee of enforceable rights.

Potentially patentable inventions should be reviewed by a qualified patent adviser before public disclosure, since disclosure may affect patentability. Confidential technical details should not be published as part of a rights notice.

7. AI-assisted and AI-generated material

Some digital assets, such as character videos, images or Ask 1UP answers, may be created with AI assistance. Rights depend on the human contribution, applicable law, source material,

provider terms and relevant contracts. 1UP Esports does not claim exclusive ownership or guaranteed copyright protection in every AI output.

AI outputs may resemble other material or contain protected content. They are not guaranteed to be original, exclusive or free of third-party rights. Before commercial publication or consequential reuse, an accountable person should check provenance, permissions, accuracy and relevant rights, seeking specialist advice when necessary.

8. Game titles, third-party and open-source assets

Game titles shown on our site, including EA SPORTS FC 26, eFootball, Gran Turismo 7 and Rocket League, together with their names, logos, footage and artwork, belong to their publishers and licensors. 1UP Esports does not claim ownership of them, and showing them does not imply endorsement by those rights holders.

Third-party software, fonts, media, partner logos, libraries and other licensed material remain subject to their respective rights holders and licence terms, including any attribution, notice, redistribution or source-code obligations. This policy does not override those licences.

9. Permitted use and licensing

You may view publicly available content and download assets expressly offered for download for your own reference or the use stated alongside the asset. A download, membership or purchase does not, by itself, transfer copyright or other ownership.

Unless a licence, written permission or the law permits it, do not republish, resell, commercially distribute, adapt or incorporate 1UP Esports-owned material into another product, or remove rights notices. Seek written permission for wider reuse. Nothing here restricts statutory exceptions, lawful quotation or any right that cannot lawfully be excluded.

10. Confidential know-how and evidence

Non-public coaching methods, source code and other know-how may be protected by confidentiality obligations or trade-secret law where the legal requirements are met. This policy does not make all information confidential or prevent lawful independent development.

Rights claims should be supported by creation and authorship records, contributor agreements, assignments, third-party licences and any relevant registration or filing records. Asset owners should verify those records before issuing a notice, licensing material or asserting rights.

11. Permissions and suspected infringement

For reuse permission or an IPR concern, email info@1upesports.gg with the subject 'Intellectual Property'. Identify the asset or URL, the rights involved, the proposed use or concern, your authority to act and relevant supporting evidence. Do not include unnecessary personal data or confidential invention details.

1UP Esports will assess concerns on their evidence and the applicable rights and licences. A report does not establish infringement; any restriction, correction, removal or escalation requires appropriate human review. Urgent or disputed legal matters should be referred to an appropriately qualified adviser.

12. Relationship to other terms and updates

Read this policy with the Terms of Use, Privacy Policy and any applicable licence or signed agreement. An express asset licence or signed agreement governs the permissions it grants; this policy does not retrospectively change ownership, access rights or existing contractual entitlements.

Applicable law and rights that cannot be excluded remain unaffected. This policy is general information, not legal advice or a warranty of registration, ownership or non-infringement. 1UP Esports may update it; the version and date above identify this edition.

Version history

Version	Date	Change
1.0	6 October 2026	First published edition. Patent status recorded as under confidential review.

Authoritative guidance

UK IPO — Ownership of copyright works:

<https://www.gov.uk/guidance/ownership-of-copyright-works>

UK IPO — How your unregistered designs are protected:

<https://www.gov.uk/unregistered-designs>

UK IPO — Register a design: <https://www.gov.uk/register-a-design>

UK IPO — Patent application notices (section 111): <https://www.gov.uk/guidance/the-patent-act-1977/section-111-offences-unauthorised-claim-that-patent-has-been-applied-for>

UK Government — Copyright and artificial intelligence consultation (background, not enacted law): <https://www.gov.uk/government/consultations/copyright-and-artificial-intelligence/copyright-and-artificial-intelligence>

Contact: info@1upesports.gg (subject 'Intellectual Property').