

Curriculum vitae

Anton Jagodic

Born on 29.1.1957 in Ljubljana, Slovenia.

Sporting achievement

Football player (football club Mercator Ljubljana 1970 – 1980), now amateur tennis player and cross country skier

Education

- Bachelor of Laws, Faculty of Law, Ljubljana, Slovenia 1980, • Slovenian State Bar Exam (Ministry of Justice, 1982)
- Master of Laws (LLM); Degree “Development of legal responsibility for financial obligations of legal entities”, Faculty of Law, Ljubljana, Slovenia, 1990,
- Doctor of Commercial Law (Ph. D.) “Legal characteristics of sponsorship contracts in Olympic movement”, Faculty of Law, Ljubljana, Slovenia, 2007,

Employment

- Judge at Commercial court, District Court of Ljubljana, (1985-1992)
- Secretary General of Olympic Committee of Slovenia, (1992–2015)
- Law office Anton Jagodic s.p., Ljubljana specialized on Bankruptcy and Commercial Law (2015 – 2021)

Different occupations

- President of Disciplinary court of Slovenian Chamber of Commerce (2000-2006),
- Arbitrator of Ljubljana Arbitration Centre at the Chamber of Commerce and Industry of Slovenia (LAC); (from 2013-),
- President of the Lawyer Sports Association, Ljubljana, Slovenia (1986-1992),
- Member and president of Supervisory committee of Sports Lottery, Ljubljana Ltd, (from 2002 - 2015),
- Member of International Association of Sports Law (IASL); (from 2000-)
- Lecturer of the Program of education of Slovenian sport officials supported by EU (2009-2014)
- Program director of IOC Advanced Sport Management Courses (ASMC) in Slovenia (from 2009-),
- External collaborator of ASSER Institute, Haag,
- occasionally engaged by Faculty of Economics, Faculty of Law, Faculty for Sport, Educational Centre Miklošič, Ljubljana, Gea College, Ljubljana and Sport Informational Centre as lecturer in field of sport marketing and legal questions relating to sport,

- Speaker at different international conferences and seminars organized by IOC, European Olympic Committees, SPRINT, IASL, MEMOS and others
- Adviser of the President of the European Olympic Committees (2016-2020)
- Member of EPAS of the Council of Europe (2020 - 2023)
- Consultant of the European Olympic Committees (2021-2023)
- Secretary of the Ethics Commission of the NOC of Slovenia (2018 -)

Participation as a speaker on occasion of different international sport law seminars, such as:

- Slovenia as an example of good practice, report delivered at International sports conference “New partnership”, International Symposium, Bled, Slovenia, 2001,
- Model of sponsorship agreement, report delivered at Seminar of European Olympic Committees in Ljubljana, Slovenia November 2003,
- The position of an athlete in ambush marketing, report delivered at the Congress of International Association of Sports Law (IASL) Johannesburg, November 2005,
- Activities of Sport for All in Olympic Committee of Slovenia, report delivered at IOC Congress for Sport for All, November 2006,
- Sports law and special contract forms, Sponsorship agreement as a formal legal instrument of modern sport, report delivered at Congress of International Association of Sports Law (IASL), Ljubljana, November 2006,
- Role and responsibility of sport and the future perspective of cooperation in sport, report delivered at Round Table Council of Europe SPRINT Countries, Brdo, Slovenia, October 2006,
- Legal nature of the obligations of an athlete preparing to compete at Olympic games, report delivered at Congress of International Association of Sports Law (IASL), Mexico City, November 2007,
- Preparing an Olympic Expedition Management of Top Level Athletes, report delivered at MEMOS, May 2007,
- Sponsoring and advertising, report delivered at Congress of International Association of Sports Law (IASL), Athens, November 2008,
 - Legal regulation of sport marketing, report delivered at Congress of International Association of Sports Law (IASL), Warsaw, November 2009

Participation at Seminars for sport law of the Faculty of Law in Split, Croatia with following contributions:

- Specific characteristics of sponsorship contract (2021)
- Some aspects of legal regulation of sports marketing (2020)
- The position of an athlete in sponsorship contacts regarding Olympic games (2019)
- The position of an athlete in sponsorship contacts regarding Olympic games (2018)
- Basic elements of a sponsorship contract in sport (2017)

Foreign books:

- National models of Good Governance in sport – Slovenia, Legal study ASSER Institute, Haag, 2008,
- Sports Image rights, Chapter Sports image rights in Slovenia, ASSER Institute, Haag, 2009,
- Operation, problems and the impact of chance games in the development of sport in Slovenia, study of EU, ASSER Institute, hag, 2009,
- Study on equal treatment of non-nationals in individual sports competitions, ASSER Institute, Haag, 2010,
- Legal aspects of sponsorship; Chapter in Handbook on International Sports Law, edited by James Nafziger and Stephen Ross, published by Edward Elgar Publishing, Inc, Massachusetts, USA, 2011

Field of interest

At the beginning of my work at Olympic Committee of Slovenia I worked intensively on marketing program to attract first sponsors and other business partners. In 2015 I finished the employment as Secretary General of Olympic Committee of Slovenia and in 2018 I started to work as Secretary of the Ethics Commission of the NOC of Slovenia.

I am active in the field of sports law, management, financing, organization and marketing of sport in Slovenia usually covering different topics such as:

- management of sport organizations, international collaboration and Olympic movement, autonomy of sports and NOC, legal foundation for exercising sport activities, politics and diplomacy in sport,
- legislation as groundwork for sport marketing, sponsorship contract as the exclusivity as the main element of sponsorship contract, basic differences between sponsorship and donation, financial and tax aspects of sports marketing from the view of an athlete and sponsor, the importance of International Code of Sponsorship,
- use and commercial exploitation of Olympic symbols, trade mark protection and exclusivity of sponsors,
- safety on sport grounds,
- autonomous legal rules of sport subjects and rights of athletes,
- and some others

Languages spoken

Slovenian, English, Serbian, Croatian,
German (passive)

Ljubljana, december 2024