



Lady Gaga concert in Rio de Janeiro under a Trademark perspective and the Impact on the Licensed Products Market

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Brazil | May 5 2025

Lady Gaga has performed a huge concert at Copacabana Beach, in Rio de Janeiro, on May 3, last, attended by an audience of 2.1 million artist's fans, involving a billion-dollar market with sponsors, licensed products, and intellectual property rights. Just as happened with Madonna in 2024 and with iconic events like Rock in Rio, the impact of a concert of this magnitude goes far beyond the music.

Lady Gaga is not just an artist; she is a consolidated global brand, with a unique identity that unfolds in several licensed products, from clothing and accessories to perfumes and cosmetics. The singer's branding strategy is in line with that of other great artists, such as Madonna and Beyoncé, who have transformed their images into commercial empires.

LADY GAGA converted her artistic name into her main brand, licensed to perfumes with an exclusive fragrance, called EAU DE GAGA, but also taking profits by using the entire situation around her as a business advantage, like using the nickname given to her fans - LITTLE MONSTERS, as a brand, all of which are registered as trademarks at the Brazilian Trademark Office.

Rio de Janeiro Lady Gaga's free concert in an iconic landmark like Copacabana beach further increases this impact. Big brands see the opportunity to associate their products with the artist and the event, whether through sponsorships, exclusive collaborations, or even themed launches. The high visibility of the event boosts not only the artist's official products but also the sale of unlicensed merchandise, which raises an essential issue: piracy.

As analyzed in the case of Madonna and Rock in Rio, holding major events attracts a huge number of counterfeit products. T-shirts, caps, posters, and even luxury items can be sold without any official authorization, causing losses for the artist, her licensees, and the consumer themselves, who often end up purchasing inferior quality items.

Brazil has made progress in measures against piracy, but the problem persists. Companies that hold rights to the Lady Gaga brand and/or the event must be aware of this scenario, monitoring the distribution and sale of unlicensed products, and adopting measures to protect their intellectual property assets. Inspection actions at major events, such as partnerships with government agencies and seizure operations, are essential to minimize these impacts.

Lady Gaga's concert in Rio represents an excellent opportunity for the brand licensing sector. Companies that invest in official partnerships can benefit from the huge public engagement and global relevance of the event. From collaborations with fashion and beauty brands to exclusive experiences, there is great potential for innovation and business expansion.

In addition, the presence of major artists in Brazil reinforces the importance of trademark registration and the protection of intangible assets. Just like famous athletes who seek to register their names and slogans, international artists are also concerned with defending their identity in the market, ensuring that their brand is exploited legitimately and strategically.

Lady Gaga's visit to Brazil is not just a musical spectacle but an event with a strong economic and strategic impact on several industries. The market for licensed products, protection against piracy, and opportunities for local and international brands reinforce the importance of intellectual property in the entertainment sector. With the growth of this market, brands and artists must continue to invest in legal protection and licensing strategies, ensuring that their names and images are valued and exploited legitimately and sustainably.

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