LAWP

STUDIO LEGALE E TRIBUTARIO

The management of athletes’ image rights

With the **Order No. 28779/2025**, filed on 31 October 2025, the **Italian Supreme Court** marks a significant turning point in the **management of athletes’ image rights through the use of corporate screens**. The ruling, relating to the case of former footballer Giorgio Chiellini, redefines the boundaries between **legitimate tax planning and abuse of rights**, contrasting with the historically restrictive approach of the Revenue Agency and part of the case law.

Download our insights from the link available below on this page for further details and a comprehensive operational overview on the **management of athletes’ image rights**.

Practice Areas

Sport & entertainment
Tax law

Professionals

Paolo Giovannini
Francesco Amoresano

Pubblication date

24.02.26