



CREATIVE INDUSTRY

2024 | 2025
HIGHLIGHTS | OUTLOOK

F O R E W O R D



Reeling off the milestone events recorded in 2023, such as the long-awaited passage of the Copyright Act and the global resonance of Nigerian creative talents to mention just a few, stakeholders beckoned 2024 with optimism and eagerness to reach new heights. However, the creative industry met with challenges, that stymied its growth.

The rise of digital platforms and social media has provided new opportunities but has also introduced new complexities related to content ownership, online piracy, and the overwhelming speed of information exchange. The global demand for Nigerian talent has never been higher, as the world increasingly looks to the country as a source of innovation, authenticity, and cultural richness.

On a global scale, discourse surrounding the legal complexities of artificial intelligence (AI)-generated works have continued to evolve and the creative sector has been particularly central to such parley. According to an Adobe survey, over 60% of creatives utilize AI for better content creation¹ and it is estimated that by 2030, at least a single chart-topping movie production will be created almost fully by AI.² With the increasing prominence of AI technologies and emergence of sophisticated chatbots and other AI-driven tools such as the

recently launched rivalling Chinese AI-powered chatbot, DeepSeek, questions revolving around intellectual property (IP) ownership, authorship and potential infringement are being echoed in the creative space.

This report thus seeks to provide a comprehensive look at the current state of Nigeria's and the global creative economy, exploring the key trends that will shape the sector in 2025 and beyond. It highlights the challenges and successes on the journey so far and offers insights into how stakeholders — from government bodies to private investors, from artists to audiences — can collaborate to ensure that the creative industry in Nigeria continues to thrive.



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1. Jackie Wiles, 'Beyond ChatGPT: The Future of Generative AI for Enterprises' (Gartner, January 26, 2023) <https://www.gartner.com/en/articles/beyond-chatgpt-the-future-of-generative-ai-for-enterprise>
2. Adobe Communications Team, 'Creative pros are leveraging Generative AI to do more and better work' (Adobe Blog, February 02, 2024) <https://blog.adobe.com/en/publish/2024/02/02/creative-pros-generate-ai-usage>

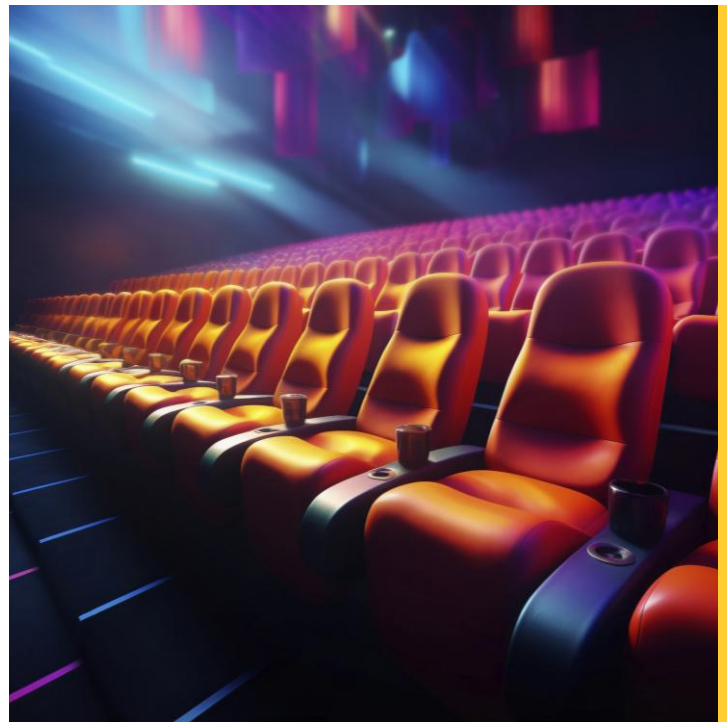


Regulatory Development in Intellectual Property & Entertainment Law

Prohibition of Money Ritual, Ritual Killing, Tobacco, Tobacco Products, Nicotine Product Promotion and Glamorisation Display in Movies, Musical Videos and Skits Regulations 2024 (The Regulations)

On 21 May 2024, the National Film and Video Censors Board (NFVCB) announced the approval of the Regulations. Pursuant to section 65 of the NFVCB Act,³ the Minister of Arts, Culture and Creative Economy approved the Regulations to promote smoke-free movies on account of its negative influence on teens and young adults who constitute the largest segment of movie viewers.

The broader goal of the Regulations is to protect public health, prevent youth violence, and combat the glamorization of harmful behaviour, as part of Nigeria's effort to create a media landscape that encourages responsible and positive social behaviour, ultimately fostering a safer and more ethical society.



New IP Policy in The Horizon



On 17 August 2024, the Ministry of Art, Culture, and the Creative Economy announced that it would launch an IP policy. The policy is geared towards establishing a robust IP protection and enforcement framework, enabling creatives to commercialize their work, and supporting collaboration between Nigerian and international creatives.

However, since this announcement, there has been no further communication or updates from the Ministry regarding the IP policy, particularly concerning its enforcement and the steps taken to bring it into action.



WIPO Treaty on Genetic Resources and Associated Knowledge

Its overarching goal is to create an international legal framework that ensures the fair and equitable sharing of benefits arising from the utilisation



The **WIPO Treaty on Genetic Resources and Associated Knowledge**, formally known as the WIPO Intergovernmental Committee on Genetic Resources, Traditional Knowledge, and Folklore (the **Treaty**), represents a significant development in the global framework for the protection and management of genetic resources, traditional knowledge (TK), and folklore. The Treaty was adopted by member states on 24 May 2024⁴, of which Nigeria is one.⁵

Its overarching goal is to create an international legal framework that ensures the fair and equitable sharing of benefits arising from the utilisation and commercialisation of genetic resources and the associated traditional knowledge, particularly that which is indigenous or local in origin.⁶

The focus of the treaty is IP rights, and its role is to ensure that IP law is applied in ways that respect the rights of traditional knowledge holders and support equitable commercial collaboration. At its core, the Treaty seeks to address the misuse or misappropriation of genetic resources and associated knowledge, which often arise in the context of biopiracy.

Biopiracy refers to the unauthorized use, commercialization, or patenting of biological materials and traditional knowledge, often without adequate compensation or recognition to the indigenous and local communities that have long held such resources and knowledge.⁷

4. WIPO, 'WIPO Member States Adopt Historic New Treaty on Intellectual Property, Genetic Resources and Associated Traditional Knowledge' (WIPO, 2024) https://www.wipo.int/pressroom/en/articles/2024/article_0007.html

5. Nigeria, as a member state, endorsed the passage of the Treaty; however, the Treaty is yet to be domesticated by the National Assembly in line with the 1999 Constitution of the Federal Republic of Nigeria (as amended).

6. WIPO, 'WIPO Treaty on Intellectual Property, Genetic Resources and Associated Traditional Knowledge, 2024' (WIPO, 2024) https://www.wipo.int/edocs/mdocs/mdocs/en/gratk_dc/gratk_dc_exsum.pdf

7. For more information, see here our fast facts on IP, Genetic Resources & Traditional Knowledge that further speaks to the Treaty.



IP & FASHION

There was a myriad of prominent IP infringement claims in 2024 in relation to the fashion industry. On 6 February 2024, judgment was given in favour of Chanel Inc. against What Goes Around Comes Around (WGACA) over false advertisement and false association claims relating to Chanel's High fashion products, throwing up issues surrounding the position of the law on exhaustion of IP rights, amongst others. Please refer to our [IP newsletter](#) on this decision.

In a rather interesting turn of events, there were some fashion controversies on social media in 2024 including the copyright infringement claims against an X user who "recreated" Andrea Iyamah's design, and the dispute between renowned fashion designer Deola Sagoe and fashion blogger, Hafsah Mohammed over a wedding dress design. Indeed, infringement and counterfeiting are still a major cause of revenue loss and reputation damage to Nigerian fashion brands.

The discourse on IP and fashion exemplifies how intellectual property cannot be sufficiently safeguarded through legal protection; the commercial reality of the need for increased value creation, creation of niche markets, and consumer education became more evident.

The consumer and infringing supply market has long been insensitive to ownership of fashion designs and sympathetic towards "creative copying". IP education of the public is paramount in creating consumer appreciation of the rights of fashion designers and the dangers of counterfeiting. Brand owners should also focus on creating awareness over their unique brand identifier and identifying their niche market for their products.



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IP & Films

Surge in Consumer Spending

The Nigerian movie industry experienced significant growth in consumer spend between January 2023 and January 2024, with a remarkable increase of 61% over the year, recording an impressive NGN1.52 billion. This surge highlights a growing interest in Nigerian films and a broader engagement with the entertainment sector, with prominent titles such as: *A Tribe Called Judah*, *Breath of Life*, *Malika*, *Ada Omo Daddy*, *Funmilayo Ransome Kuti*, *Oloture: The Journey*, *The Uprising: Wives on Strike 3*, *Lisabi*, *Bashorun Ga'a*, *Jagun-Jagun* inter alia occupying key spots in 2024.

Additionally, the rise in streaming platforms like Netflix, Amazon Prime, Showmax and local services such as IrokoTV has made Nigerian films more accessible, both locally and internationally, driving revenue from subscriptions and pay-per-view content.



However, despite this positive trend, the industry faced ongoing challenges. The industry is still bereft of the right infrastructure. The fewer than one hundred cinemas that exist in Nigeria are, without restating, inadequate to cater for the teeming population of Nigeria. The unlimited potential of the film industry cited above can only blossom if stakeholders and potential investors prioritise the investment in the right infrastructure.

Piracy also remained a significant issue, with illegal distribution of films continuing to undermine the revenue potential of legitimate cinema sales. Additionally, while the sector is growing, independent filmmakers often struggle to secure financing for their projects, which can limit the scope and quality of productions.

Further, there is the risk of market saturation as more films are produced each year, particularly on digital platforms such as YouTube which could lead to increased competition for consumer attention and potentially lower returns per film.

Nollywood's Continued Rise to Prominence

Nollywood, Nigeria's dynamic film industry, has shown remarkable growth in 2024, underscoring its increasing prominence both domestically and internationally. In 2024, Nollywood saw a 34% increase in box office revenue, reflecting growing demand for Nigerian films both locally and internationally.

This surge is driven by improved production quality, wider distribution, and increased local support. Nollywood produced 274 films in the first quarter of 2024, showcasing its capacity to meet rising demand. Nollywood films dominate, ensuring global appeal, particularly in African diaspora communities. Nollywood captured 50.05% of Nigeria's box office revenue, surpassing Hollywood for the first time, marking a milestone in local preference for homegrown films. This success strengthens Nollywood's cultural influence and economic impact, positioning it as a global cinematic force.

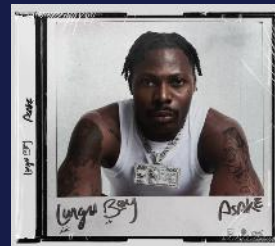


Nigeria's Musical Wave in 2024

International Collaborations

In 2024, Afrobeats, the vibrant Nigerian music genre, experienced continued growth in popularity, solidifying its place as a mainstream force in the global music scene. Reinforcingly, only Nigerians dominated the Grammy's nomination for Best African Music category last year. But this burgeoning success is storied by key international collaborations.

Collaborations have become a uniting force for diverse talents and creating globally resonant sounds. Nigerian artists are leading the global rise of, blending Afrobeats with other genres such as dancehall, hip-hop, R&B, and reggaeton, and shaping the future of contemporary music. Streaming platforms like Spotify, Apple Music, and YouTube have also made it easier for Nigerian artists to reach international audiences, fueling the growth of these collaborations.



Specifically, this year witnessed a variety of unexpected collaborations with international popstars, Asake, the Grammy nominated Nigerian Afrobeat sensation, known for his unique blend of Afrobeat, Fuji, and street-pop sounds, took the notch higher in his third studio album released in the Summer of 2024 by featuring acclaimed acts such as award-winning British rappers; Stormzy and Central Cee; Travis Scott of the USA and Brazilian singer Ludmila. Similarly, Ayra Starr (originally known as Oyinkansola Aderibigbe), in her self-titled sophomore album, "The Year I Turned 21" features global soul singer Giveon, American songstress and actress Coco Jones, and Brazilian artist Anitta. Off the album, she has been touring Europe and, quite remarkably, sharing the stage with the legendary Coldplay.

Summarily, it has been interesting times for Nigeria's music space; the intrinsic value created in enabling deeper engagement between Nigerian and global audiences, while giving international artists a platform to connect with African culture and conversely, an avenue for increased recognition of African talent.

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Big Deals: Industry-defining transactions

Early in the year, Universal Music Group (UMG), the global leader in music-based entertainment, announced a majority investment in Mavin Global, one of the world's leading independent record labels from Nigeria that is driving the growth of Afrobeats. Known for its rapid rise and commercial success, Mavin has been instrumental in the genre's global ascent, with artists like Rema, whose hit "Calm Down" featuring Selena Gomez became the biggest Afrobeats track of all time, surpassing 1 billion Spotify streams and topping the inaugural U.S. Afrobeats Songs Chart. Mavin's roster includes Ayra Starr, Ladipoe, Johnny Drille, and others, contributing to its reputation as a hub for talent development.

Through this investment, UMG intends to amplify Mavin's ability to develop talent, expand its reach, and strengthen its role in the booming African music market. As a firm, we are deeply honoured to have advised Mavin on the industry-defining transaction.⁸

Revolutionary Partnerships

In Q3 2024, Universal Music agreed to a licensing deal with Meta that will bring music to WhatsApp. This partnership is a laudable one as UMG artists will receive a share of advertising revenue derived from the use of the licensed music on Meta's platform. Equally, Sony Music partnered with Duolingo to improve the learning experience for Duolingo students enrolled in its music course.

Talent Emerged

A wave of talented new artists burst onto the scene, showcasing their unique styles and contributing to the diversity of the Nigerian music landscape. Names like Odeal gained significant recognition and fan bases.

Lawsuits Over Unpaid Royalties

On the global terrain, the fun was however not unfringed with a wave of lawsuits over unpaid royalties. In July, SoundExchange, a music tech organization powering the future of music based in the U.S., filed a suit in the United States District Court for the Northern District of Illinois against AccuRadio, Inc. to recover unpaid royalties owed to performers and rights owners.

Similarly, the estate of Juice WRLD was hit with a lawsuit for unpaid royalties by music producer Joshua Jaramillo, who claimed he is owed compensation for his contributions to the song "Girl of My Dreams." Likewise, Gloria Gaynor, has taken legal action against her former producer, Diamond, filing the lawsuit at the end of July for failing to pay her royalties. Similarly in Nigeria, fast rising superstars, Seyi Vibez and Shallipopi simultaneously terminated their contracts with their record label over unconscionable terms regarding their earnings and royalties. These seemingly unending lawsuits between record labels and their artists continue to underscore the importance of what a proper contract should entail in terms of conscionability, while still balancing the sacrosanct principle of freedom of contract.

8. [Olaniwun Ajayi LP, 'Olaniwun Ajayi LP advises Mavin Global Holdings on its Divestment to Universal Music Group](#)



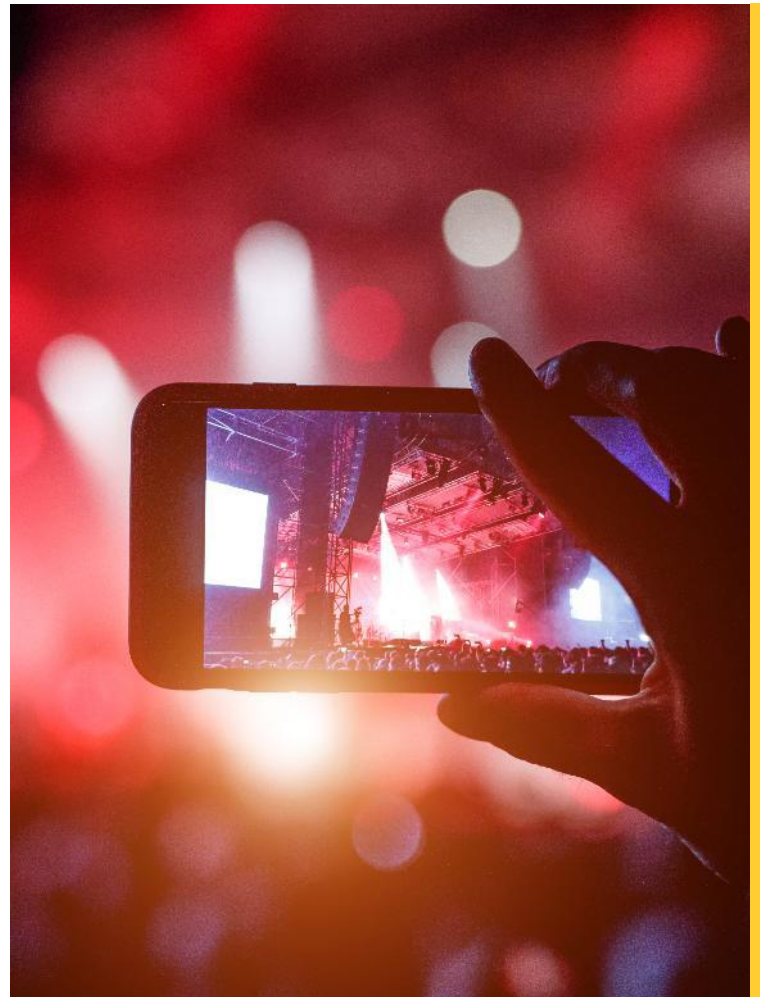
Emerging Trends in 2024

Virtual Concerts

Virtual concerts continued to evolve as an important trend within the music industry, fuelling by the ongoing advancement in immersive technologies like virtual reality (VR), augmented reality (AR), and AI. In 2024, artists leveraged these technologies in increasingly creative ways to engage audiences in virtual spaces, from video games and social media platforms to metaverse environments.

Virtual concerts in 2024 were a notable area for IP development, as the intersection of music, digital art, and interactive technologies created new challenges and opportunities for copyright, licensing, and brand protection.

In 2024, K-pop sensation, BTS hosted an ambitious virtual concert called BTS ARMY Universe in a specially designed metaverse environment. The concert was held within an expansive, immersive world created on a blockchain-based platform, blending 3D avatars of the band members with a dynamic virtual venue where fans could interact, attend live performances, and even purchase digital merchandise.



Several key aspects of intellectual property were at play:



01

Music Rights

The live performances were streamed real-time, necessitating the correct synchronization and performance licenses for BTS's Catalogue. In addition, the music played in the metaverse environment had to be cleared for use within the virtual platform, considering different regional copyright laws and streaming permissions.



02

Digital Avatars and Character Rights

The likeness of BTS members was recreated as digital avatars for the concert, raising questions about the protection of individual digital likeness and the broader brand of BTS itself. Each member's avatar became a new asset that required careful brand management, and their personal image rights were potentially subject to new forms of digital IP protection.



03

NFTs and Virtual Merchandise

Fans were able to purchase exclusive BTS-themed NFTs (Non-Fungible Token)—ranging from digital concert tickets to limited-edition virtual fashion items and avatar skins. The NFTs acted as a bridge between music, digital art, and collectibles, all governed by smart contracts on the blockchain to ensure IP rights were respected and royalties were properly distributed. BTS's ARMY Universe illustrates how virtual concerts are becoming an all-encompassing experience that blends music, gaming, and digital collectibles, while introducing complex IP considerations related to both traditional music rights and new forms of virtual property.

In 2024, virtual concerts became the norm, revolutionizing the music industry in ways we never thought possible. One notable example is Doja Cat's metaverse concert in January 2024, which set the bar high for virtual performances. Doja Cat performed several of her chart-topping hits, and her music was integrated seamlessly into the virtual concert environment. The concert also featured interactive music elements, such as the ability for fans to remix certain tracks or trigger different musical effects depending on their actions within the metaverse.



04

Virtual Reality (VR) and Augmented Reality (AR)

Evolving VR and AR technology continually allow for immersive experiences, enabling viewers to interact with stories in new and innovative ways.

Nigerian filmmakers can leverage VR and AR to create immersive experiences, enhancing storytelling and audience engagement, and potentially opening new revenue streams.



05

Artificial Intelligence (AI) and Machine Learning

AI and machine continually become centrepiece to movie making, globally, enhancing editing processes, and assisting with scriptwriting and storyboarding. AI-powered editing software has streamlined post-production processes in Nigeria's movie industry, while machine learning can be utilized to assist with scriptwriting and storyboarding, increasing efficiency and creativity.





06

Live Streaming and Interactive Experiences

Live streaming continues to enable real-time connection with audiences, while interactive experiences allow viewers to influence storylines.

This can be capitalised on by Nigerian filmmakers to connect with audiences real-time, creating interactive experiences and building a loyal fan base, and potentially increasing engagement and revenue. With platforms like TikTok, YouTube and Instagram Live, Nigerian filmmakers can easily reach a global audience. Live streaming allows them to break through geographical barriers, enabling Nigerian content to gain traction with international audiences, particularly in the diaspora.

Beyond traditional ticket sales or streaming royalties, Nigerian filmmakers can generate income through live-streamed events, interactive content, and fan donations or memberships on platforms like Tik Tok and YouTube. This can complement box-office income, offering sustainable long-term revenue opportunities.



07

Personalised and Immersive Storytelling

Personalised storytelling which tailors narratives to individual viewers' preferences, while immersive storytelling which creates interactive experiences are emerging as trends in movie making. Filmmakers in Nigeria can tailor narratives to individual viewers' preferences, increasing engagement and repeat viewings, and potentially opening new revenue streams.



09

A Thirst for Quality

Nollywood more than ever before, focused on quality over quantity, producing high-budget films for international audiences, showcased on platforms like Netflix and Amazon Prime. This transition involves larger budgets, more polished production values, and a greater focus on universal themes that resonate globally. With global platforms like Netflix and Amazon Prime offering international distribution, Nollywood filmmakers now have the opportunity to reach broader audiences than ever before, showcasing the richness of Nigerian culture and the diverse talents of its filmmakers.

This quality-over-quantity approach is poised to continue as Nollywood strengthens its presence on the global stage. For example, movies such as "Breath of life", "House of Gaa", "Lisabi" comprised of high-budget and star-studded production met with public acceptance.



08

Fashion Meets Entertainment

Nigerian fashion and lifestyle integrate with the entertainment industry, showcasing unique and culturally significant pieces in movies. In 2024, the seamless integration of fashion and entertainment in Nigeria is creating a cultural phenomenon that resonates globally. Events like Lagos Fashion Week and GTCO Fashion Week are not just showcasing beautiful designs but are also platforms where music, film, and lifestyle collide. As the global spotlight continues to shine on Nigerian fashion, its connection with the entertainment industry will only grow stronger, producing unique, culturally rich experiences that define the nation's identity on the global stage.



2025 PROJECTIONS

Continued Global Dominance of Afrobeats



Expansion of Afrobeats

Afrobeats is expected to continue its global ascent, with more Nigerian artists breaking into international markets. We can anticipate further collaborations between Nigerian stars and global icons, as well as increased representation on global music charts.

Increased Investment and Industry Growth



Record Labels and Streaming Services

The influx of investment from major record labels and streaming services is expected to grow, with more localized content and tailored marketing strategies targeting African audiences. New record label signings, especially for emerging Nigerian talent, are likely.

Infrastructure Development & Funding

With growing international attention, there will be a focus on developing better creative production infrastructure, including state-of-the-art recording studios, production facilities, cinemas and performance venues. Setting the stage for 2025, in August 2024, The Bankers' Committee announced the successful renovation and upgrade of the National Theatre in Lagos⁹ marking a significant milestone in securing infrastructural development for the creative sector. Additionally, in Q4 of 2024, the Federal Executive Council approved the Creative Economy Development Fund (CEDF), which was championed by the Federal Ministry of Art, Culture and the Creative Economy.¹⁰

The CEDF is an innovative initiative designed to strengthen Nigeria's creative industry by offering specialized financial support to artists, innovators, and content creators. This fund is estimated to unlock new opportunities, enabling the sector to flourish and provide the much-needed infrastructure support. Also, the Investment in Digital and Creative Enterprises Program (iDICE) which was launched in March 2023 by the Federal Government is set to promote investment in technology and creative ecosystems in the country.

9. The Punch Newspaper '[Bankers' Committee completes National Theatre renovation](#)' (The Punch Newspaper, 29 November 2024) The renovation caters to a 4,000-seat main auditorium, a banquet hall with a capacity of over 3,000, exhibition halls, cinemas, VIP lounges, actors' dressing rooms, an industrial kitchen, and many more.

10. Federal Ministry of Information & National Orientation '[FG Approves Creative Economy Development Fund and Intellectual Property Monetisation Pilot](#) (Federal Ministry of Information & National Orientation'



Emergence of New Talent



Breakout Stars

2025 is expected to see the rise of new artists, and actors who will quickly gain international recognition, like Ayra Starr, Asake, and Genoveva Umeh in previous years. Social media platforms will continue to be a critical tool for these talents to reach global audiences. As Afrobeats remains dominant, Nollywood is expected to continue its growth trajectory, with Nigerian actors and filmmakers gaining international recognition.

The need for a thorough understanding of IP rights and ascertaining IP ownership is heightened. **Diverse Genres:** Other Nigerian music genres such as Afro-fusion, Afro-soul, and Alte (alternative) will gain more attention, offering a broader spectrum of Nigerian music to the world.

Corporate Partnerships and Endorsements



Brand Collaborations

We envisage that as new talents emerge, and Afrobeats continues to dominate the global stage, more Nigerian artists will secure global brand endorsements and partnerships, linking music with fashion, technology, and other industries.

We expect to see more significant brand collaborations like the Wizkid x Puma and Wizkid x Pepsi deals. Such international endorsements will further drive the commercial success of Nigerian artists.





Nigeria's Burgeoning Fashion Scene

The Nigerian fashion scene is taking centre stage and gaining global prominence. UNESCO (United Nations Educational, Scientific and Cultural Organization) estimates that the demand for African haute couture is projected to grow by 42% over the next decade and Africa is poised to become the next global fashion leader. We envisage a continued rise of Nigerian-owned fashion brands taking the global stage such as Veekee James who designed a dress for Miss Universe Nigeria and Africa, Andrea Iyamah, amongst others.

With growing consumer awareness, regulatory pressures, and the urgent need to combat climate change, sustainability in the fashion scene has also become a priority. This shift is paving the way for more entrants into the sustainable fashion ecosystem, creating opportunities for innovation, collaboration, and market expansion. Designers face challenges in protecting their original creations, including patterns, designs, and brand identities, from imitation and unauthorised reproduction.

Trademark registration is vital for safeguarding brand names, logos, and labels, while copyright law can protect original textile designs and collections. However, enforcement remains a concern due to limited awareness of IP rights and the informal nature of parts of the fashion industry.



The rise of e-commerce and social media amplifies the risk of infringement, necessitating online IP protection strategies.

Additionally, the rise of e-commerce and social media amplifies the risk of infringement, necessitating online IP protection strategies. Finally, the absence of a robust legal framework to protect Traditional Knowledge makes traditional designs vulnerable to misappropriation by both local and international actors. This should be a key consideration in 2025.



Geographical Indication Bill

On the 18th of November 2024, a draft of the Geographical Indication Bill, now with the Director of trademarks, the next step is to have the same officially submitted to the Minister of Trade and Investment and have the same incorporated as a sui generis into the single Intellectual Property Bill which will address and amend the Patents and Design Act and the Trade Marks Act. A general hearing of the single Bill will then follow.

AI and Intellectual Property

As we progress through 2025, the integration of AI into various sectors continues to reshape the landscape of intellectual property (IP). The recent launch of the DeepSeek chatbot has garnered significant attention for its advanced capabilities— it is said that the new AI model rivals OpenAI's ChatGPT in quality but operates at a small fraction of the computing cost — and highlights the imminent integration and widespread use of AI in all facets of human life.

However, current IP frameworks, which are primarily centred around human authorship, struggle to address critical questions of ownership in works generated by AI or orchestrated infringement. In jurisdictions like Nigeria where AI-related legal frameworks are still evolving, such questions remain largely unanswered. As AI continues to advance globally, it is anticipated that 2025 will witness a surge in proprietary claims and IP filings related to new AI technologies as companies will strive to safeguard their innovations in this rapidly progressing field. We equally envisage a regulatory race on the global stage as countries attempt to regulate the rising influence of sophisticated technologies.

As AI continues to disrupt global markets, Nigeria must refine its IP regulations to accommodate AI innovations, prevent potential IP infringements, and establish a legal framework that encourages AI-driven creativity while protecting IP rights.





GLOSSARY OF TERMS

ABBREVIATION

MEANING

AI	Artificial Intelligence
AR	Augmented Reality
CEDF	Creative Economy Development Fund
DLT	Design Law Treaty
GRs	Genetic Resources
IP	Intellectual Property
NFTs	Non-Fungible Token
NFVCB	National Film and Video Censors Board
TK	Traditional Knowledge
UMG	Universal Music Group
UNESCO	United Nations Educational, Scientific and Cultural Organization
VR	Virtual Reality
WGACA	What Goes Around Comes Around
WIPO	World Intellectual Property Organization



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