

## MASTERCLASS BRIEF – Helsinki, 12.12.2025

### Intellectual Property Rights and Licensing

- **About the speaker**

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Liisa specializes in intellectual property law, data protection and commercial contracts. Furthermore, she provides counseling assignments relating to marketing and advertising law, consumer protection matters as well as media and telecommunications

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- **Key takeaways from the masterclass**

In Finland, arts and wellbeing entrepreneurs must navigate specific licensing and regulatory frameworks to operate legally and effectively.

For example:

#### **Business Registration and Legal Structures**

- Choosing the suitable Legal Form such as a sole proprietorship, limited liability company (LLC), or cooperative. Each structure has distinct implications for taxation, liability, and administrative responsibilities.
- Registration of business with the Finnish Patent and Registration Office (PRH). The process includes selecting a unique business name and obtaining necessary identification numbers.

#### **Professional Licenses and Permits**

- For the art sector, generally, creating and selling art does not require specific licenses. However, if the activities involve public performances or exhibitions, it is needed to secure appropriate permits from local authorities.

- For wellbeing services professions, such as physiotherapy, massage therapy, or other health-related services often require specific qualifications and licenses.

## Intellectual Property Rights

- Protection of art for artists: Instructions and information on how to safeguard artistic works, brand names, and other intellectual properties by registering them with the appropriate authorities.

## Other Legal Considerations

- **Permits:** Arts and wellbeing businesses in Finland generally do not require special permits, except for regulated professions (e.g., healthcare services).
- **Data Protection (GDPR):** Businesses handling personal data must comply with Finnish and EU privacy laws.

## Background information

*In the context of the project [AWAKE: Arts & Wellbeing as a Creative Business and Future Livelihood](#), the NDPC has hosted five masterclasses targeted at a variety of topics for businesses in the arts & wellbeing sector. We are now excited to announce that the resources are available for viewing!*

### **Who are those masterclasses for?**

*The target audience for this program includes artists, creative professionals, and small and micro businesses operating, or aspiring to operate, in the arts and wellbeing sector. These masterclasses will be valuable to all artists & entrepreneurs in this space who are looking to expand their knowledge, build sustainable practices, or strengthen their fundraising and branding strategies. Whether you're just starting out or have years of experience, discover practical tools and insights to further your professional journey!*

### **List of topics:**

1. "Rechercher des financements pour son project de coopération culture et santé // Funding your art and wellbeing projects"
2. "Mesurer l'impact social de son project de coopération culture et santé // Measuring the social impact of arts and wellbeing projects"
3. "Running Your Business, Marketing and Licensing as an Arts & Wellbeing Entrepreneur"
4. "Sustainable Business Models Applicable to the Arts and Wellbeing Sector"
5. "Unlocking the Power of Value Co-Creation in Arts and Wellbeing Businesses"

### **Find all resources at:**

<https://ndpculture.org/studies/open-resources-masterclasses-on-creative-businesses-in-the-arts-well-being-sector/>