

Sport



*“Bob Mitchell and his team deliver
a ‘first class service’”*

The Legal 500

Our Sports Group

Our sports lawyers have the legal knowledge and expertise which is required to solve the unique problems faced by those operating in the sports industry. Our strength lies in the fact that we fully understand the sports industry, from both a legal and a commercial perspective, which allows us to give meaningful and constructive advice to sports rights owners and those wishing to exploit such rights.



While offering our clients an all-round legal service, the niche areas in which the Sports Group has recognised and proven expertise are sponsorship, endorsement, merchandising, licensing, broadcasting, new media, participation, venue and promoter arrangements.

The Sports Group has been consistently recommended as one of the leading sports practices in the country as evidenced by successive editions of *The Legal 500* and *Chambers & Partners* directories on the legal profession. We believe that what marks us out is the practical and commercial application of our skills to the issues we are asked to advise upon and our team's genuine passion for sport.

'This group is a traditional choice for commercial and sponsorship matters'

Chambers & Partners

Sports Expertise

Sponsorship

Harbottle & Lewis is already recognised as one of the leading players in the area of sports sponsorship, by simple reason of the significance of many of the deals which we have advised on.

As we act for both rights holders and for sponsors, we are aware of the conflicting pressures on both sides of the sponsorship equation which enables us to offer genuinely commercial advice in addition to purely legal counsel.

Merchandising and Endorsement

We advise rights holders on licensing arrangements with manufacturers of merchandise and aggregators of those types of rights. We also negotiate on behalf of individuals who are approached to lend their endorsement to product ranges as well as for those who wish to have their products endorsed by sporting stars and other personalities.

Broadcasting and New Media

We deliver a broad range of advice in these areas, drawing on the expertise of lawyers across the firm's specialisms. In tandem with sponsorship, the exploitation of new media rights by corporate sponsors in the telecommunications industry has become a particular strength of the Sports Group and in 2006 the Group was recognised by the *Legal Business* "TMT Team of the Year" award for its cutting edge work in this area. More traditional broadcasting agreements are also dealt with by the Group, advising rights holders as well as broadcasters.



Participation Agreements

We have advised a number of national and international players' federations in relation to participation agreements which players are required to sign up to in order to be able to compete in the relevant competition or tournament, particularly in the field of cricket.

Venue and Promoter Arrangements

We have advised a number of clubs in relation to ground-shares, protecting them where necessary from the pitfalls in conflicting regulations of their respective governing bodies. Other issues on which we are regularly consulted relate to event staging and promotion. The sports in which we have significant experience in this area are golf, motorsport, cricket and rugby union.

For further information, please contact any member of the Sports Group on 020 7667 5000 or visit www.harbottle.com.

Contact Information

Harbottle & Lewis LLP

Hanover House, 14 Hanover Square, London W1S 1HP

Tel: +44 (0)20 7667 5000 Fax: +44 (0)20 7667 5100 Dx: 44617 Mayfair Web: www.harbottle.com

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