

GLOBAL SPORT BUSINESS GROUP

aglaw.com

Aberdeen, Doha, Dubai, Edinburgh, Glasgow, Hong Kong, Leeds, London, Manchester, Muscat, Singapore and Tokyo*

* a formal alliance with Hashidate Law Office

© 2017 Addleshaw Goddard LLP. All rights reserved. Extracts may be copied with prior permission and provided their source is acknowledged. This document is for general information only. It is not legal advice and should not be acted or relied on as being so, accordingly Addleshaw Goddard disclaims any responsibility. It does not create a solicitor-client relationship between Addleshaw Goddard and any other person. Legal advice should be taken before applying any information in this document to any facts and circumstances. Addleshaw Goddard is an international legal practice carried on by Addleshaw Goddard LLP (a limited liability partnership registered in England & Wales and authorised and regulated by the Solicitors Regulation Authority and the Law Society of Scotland) and its affiliated undertakings. Addleshaw Goddard operates in the Dubai International Financial Centre through Addleshaw Goddard (Middle East) LLP (registered with and regulated by the DFSA), in the Qatar Financial Centre through Addleshaw Goddard (GCC) LLP (licensed by the QFCA), in Oman through Addleshaw Goddard (Middle East) LLP in association with Nasser Al Habsi & Saif Al Mamari Law Firm (licensed by the Oman Ministry of Justice) and in Hong Kong, Addleshaw Goddard (Hong Kong) LLP, a Hong Kong limited liability partnership pursuant to the Legal Practitioners Ordinance and regulated by the Law Society of Hong Kong. In Tokyo, legal services are offered through Addleshaw Goddard's formal alliance with Hashidate Law Office. A list of members/principals for each firm will be provided upon request. The term partner refers to any individual who is a member of any Addleshaw Goddard entity or association or an employee or consultant with equivalent standing and qualifications. If you prefer not to receive promotional material from us, please email us at unsubscribe@addleshawgoddard.com. For further information please consult our website www.addleshawgoddard.com or www.aglaw.com.





INTRODUCTION

Addleshaw Goddard's long-established Sport Business Group is a team of experienced specialists with expertise in all areas of sports law and a genuine understanding of current sports business issues derived from practical, hands-on experience.

The Group acts for major sports governing bodies, clubs, sponsors and broadcasters. We have particular experience in football where we are the UK's leading practice and have acted for UEFA, The Premier League, The Football Association and The Football League. The Group also includes dispute resolution, regulatory and competition specialists servicing the needs of clients globally, with specialist teams based in the UK and GCC.

The Sport Business Group has a full range of specialists who are able to advise on all aspects of legal guidance that clients require, including areas of commercial, dispute resolution, corporate, competition, tax, employment, immigration, reputation and information management law.

We have acted for clients from a wide range of sports including football, cricket, rugby, horseracing, motor racing, tennis, extreme sports, dressage and squash, as well as the Commonwealth and Olympic Games.

WE ADVISE ON ALL ISSUES RELATING TO THE BUSINESS OF SPORT INCLUDING:



EXPERIENCE

The Sport Business Group and its team members have experience in relation to:

- ▶ Advising FIFA in relation to aspects of the English bid for 2018 and 2022 FIFA World Cups including constitutional questions around the guarantees that FIFA requires from bidding countries in a number of areas, including intellectual property protection, taxation, technology and employment;
- ▶ Drafting the Rugby Football League's constitution as the overall governing body for Rugby League in the UK. This covered its relationship with the professional League (The Super-League) and amateur game, rules and regulations for competitions, administration of disciplinary offences, salary caps (within the professional game), young player development and transfer fees;
- ▶ Instructed by leading Premier League footballers in injunction proceedings against media outlets together with related defamation proceedings;
- ▶ Advising in relation to the Indian Premier League – including the set up of the league;
- ▶ We have advised on various Sales and Privatisations of Football Clubs, including the sale of the English Premier League Club and Blackburn Rovers;
- ▶ Advising Sainsbury's on its sponsorship programme and agreement for the London 2012 Paralympics;
- ▶ Advising adidas on aspects of its sponsorship deal for London 2012 Olympics and current technical and shirt deals for leading European football club sponsorships;
- ▶ Advising JetSet Sports on its hospitality and ticketing supplier and sponsorship deal with the British Olympic Committee for Rio and Tokyo and Winter Olympics within those cycles;
- ▶ Advising the English Football League on procuring and operating its digital platform for websites of 72 Football League Clubs and some Premier League clubs, including streaming live video;
- ▶ Image rights disputes having advised leading Premier League footballers in relation to multi-million dollar Court proceedings brought by former agents;
- ▶ Acting for a consortium of former Premier League footballers in conjunction with the Professional Footballers Association in relation to negligent investment advice;
- ▶ Instructed by a leading Premier League football club to carry out a detailed and urgent internal inquiry and report findings to their board;
- ▶ Running the disputes portfolio for a perimeter advertising and sponsorship rights company in relation to international high profile sporting events;
- ▶ Assisting governing bodies with cease and desist correspondence in relation to ticket sales by third parties (technically ticket touting);
- ▶ Assisting before the Premier League Manager's Arbitration Tribunal; and
- ▶ Assisting clients in relation to disputes regarding anti-doping and other regulatory violations before the Football Association Regulatory Commission, the Independent Anti-Doping Tribunal of the International Cricket Council, and the Court of Arbitration for Sport.





YOUR TEAM



ANDREW JOHNSTON
Partner and Head of Corporate GCC

t: +971 4 350 6423
e: a.johnston@aglaw.com

Andrew Johnston is a partner in the firm's Dubai office and heads the firm's regional private equity practice. Whilst his practice is primarily focused on complex cross border M&A transactions within the MENA region, with a particular specialisation in private equity transactions, Andrew's experience also includes advising clients across the MENA region in relation to corporate restructuring, joint ventures, corporate governance as well as more general corporate/commercial issues. Andrew has been based in the Middle East since 2007. Prior to joining Addleshaw Goddard, Andrew practiced at a magic circle law firm in both London and Dubai.

Experience includes advising Private M&A/Joint Venture/Restructuring Work:

- ▶ A luxury car manufacturer in relation to the Middle Eastern aspects of a multi-jurisdictional group restructuring involving the sale of the group's intellectual property to, and licence back from, a DIFC incorporated SPV;
- ▶ A sovereign investor in relation to its joint venture with an international property management company;
- ▶ A listed US multinational in relation to the simultaneous acquisition of a forty nine percent interest in two entities incorporated in the UAE and Kuwait respectively, each operating in the industrial gases sector;
- ▶ A prominent Qatar based family group in relation to its proposed joint venture with a Japanese multinational;
- ▶ A prominent European defence manufacturer in relation to its joint venture with a UAE government entity; and
- ▶ A Japanese steel manufacturer in relation to a proposed joint venture in the MENA region.



PAUL HUGHES
Legal Director

t: +971 4 350 6402
+971 56 656 2018
e: p.hughes@aglaw.com

Paul specialises in joint venture and shareholders disputes as well as commercial fraud and regulatory work with an emphasis in the Retail and Sports sectors. He has acted for a number of international clients on high value disputes and substantial commercial court claims. Paul's practice is split between international arbitration and the DIFC Courts which he combines with in-depth knowledge of local UAE law. He has also acted on a number of regulatory investigations and inquiries (both public and private).

Paul's experience includes:

- ▶ Advising in relation to a high value image rights dispute against a leading Premier League footballer;
- ▶ Instructed on an urgent private inquiry on behalf of a leading football club;
- ▶ Instructed by several Premier League footballers in injunction and defamation proceedings;
- ▶ Representing high profile GCC retail group Jashanmal in LCIA arbitration arising out of a breakdown in a joint venture and complex multi-jurisdictional shareholders dispute;
- ▶ Bringing urgent anti-suit injunction proceedings in the DIFC Courts against the DIFC Authority;
- ▶ Instructed on high profile international commercial fraud investigation;
- ▶ Representing a litigation funder seeking to protect damages awarded including a successful application for a freezing order in the DIFC Courts; and
- ▶ Acting for an international oil and gas equipment supplier in commercial fraud case in the DIFC Courts.



CHARLOTTE BHANIA
Associate

t: +971 4 350 6449
+971 52 273 4149
e: c.bhania@aglaw.com

Charlotte is an associate at Addleshaw Goddard (Middle East) LLP. She is experienced in advising international clients on a broad range of domestic and cross-border litigation and alternative dispute resolution matters from pre-action to enforcement.

Charlotte's experience includes:

- ▶ Representing a multinational construction company in urgent proceedings before the DIFC Court;
- ▶ Acting for a number of international financial institutions in Europe and the Middle East in relation to multi-agency inquiries, including conducting internal investigations into alleged violations of US sanctions and reporting to the Office of Foreign Assets Control (OFAC) of the US Department of the Treasury and the US Department of Justice;
- ▶ Acting for a defendant in a claim under s.90 of the English Financial Services and Markets Act 2000;
- ▶ Advising a Part 20 defendant airline in an antitrust damages claim before the English High Court arising from the European Commission's Decision in relation to the air cargo cartel;
- ▶ Successfully defending the joint liquidators of a company in litigation brought against them by multiple claimants following the disposal of assets by, amongst others, running a technical defence available to insolvency practitioners under section 234 of the Insolvency Act 1986; and
- ▶ Assisting on a US\$1 billion breach of warranty claim before the LCIA.



JAMES WHITTAKER
Partner

t: +44 (0) 161 934 6329
+44 (0) 7764 211276
e: james.whittaker@addleshawgoddard.com

James leads the firm's Media and Sport practice. He is very experienced in advising on major sporting events, particularly the commercial contracts that underpin them. He advised IMG and BCCI (Board of Control for Cricket in India) on setting up the new Indian Premier League in cricket, including advice on governance structure, competition rules, franchise agreements and player contracts.

James has also advised the Football League and the Rugby Football League on constitutional issues, drafting elements of their constitutional documents to address certain issues such as in the RFL's case player transfers and salary capping. In the Football League's case, he advised on the arrangements with the Premier League in relation to the promotion and relegation of clubs and associated "parachute" and "solidarity" payments.

He has advised several listed companies bidding to become sponsors of London 2012 as well as the London bid on the competition to design the bid logo. He has advised on high-level sponsorships for the world's most high profile events including the Olympics, FIFA World Cup, the Commonwealth Games, the Rugby World Cup and the Rugby League World Cup, as well as sponsorship of football and rugby clubs. His work on the Commonwealth Games in Manchester involved leading the team which advised on all legal aspects of the event for over 4 years. This included venues, ticketing, accommodation, interface with the governing body on various issues, IP protection and enforcement, and funding agreements from the UK Government, as well as central sponsorship and broadcast deals worldwide.



DAVID ENGEL
Partner, Head of Reputation and Information Protection

t: +44 (0) 20 7880 5653
+44 (0) 7711 691622
e: david.engel@addleshawgoddard.com

David is a partner in our Litigation Division, specialising in reputation and information law and leading our Reputation & Information Protection team. His practice has for many years been recognised by the Chambers and Legal 500 directories for its expertise in this field, and David is personally ranked for his defamation and reputation work.

He provides strategic board level advice on protecting businesses from threats to their reputation and on reputational risk mitigation, for example by conducting internal investigations and reviews.

David also advises on how to deal with potentially damaging exposure in the media or online, as well as during and following publication when damage needs to be prevented or mitigated, including, if necessary, taking legal action against the media, bloggers, websites and other sources of reputational threat.

His legal specialisms therefore include defamation, confidentiality, privacy, harassment and data protection.

He was appointed as Independent Solicitor to News International's phone hacking arbitration scheme, in connection with which he represented more than 90 victims of phone hacking against the publisher of the News of the World.

He also adjudicates on domain name disputes as an Independent Expert for Nominet's dispute resolution service, and has made over 60 such adjudications.

