

SLAUGHTER AND MAY

Sports Practice

Our sports practice provides a full service to a variety of sector clients. Our team is made up of lawyers from many different specialist disciplines including corporate, commercial, intellectual property, dispute resolution, employment, competition, financing, tax and real estate lawyers. This approach puts us in a unique position to provide the complete range of sports law advice to our clients.

The scope of our work is extremely varied. We advise on:

- the commercial, corporate, financing, construction, tax and competition aspects of our sport entity clients' activities
- all aspects of the broadcasting, merchandising, exploitation of image rights and sponsorship activities of major sporting entities
- on-field matters (such as player contracts, transfers, registration issues and disciplinary actions)
- other sporting authority disciplinary and arbitration proceedings
- regulation of participants by sports governing bodies

Our clients cover a wide range of sports industries including football, motor racing, horse racing, sailing, cricket, tennis and sports betting.



Detail from Big Blue by Trevor Bell

"Slaughter and May maintains strong relationships with a number of prominent entities within the industry, in particular Arsenal FC and the ECB."

CHAMBERS UK, 2010

"Top-tier sports clients are attracted by the magic circle firm's ability to draw upon the expertise of its specialist corporate, commercial, IP, financing, litigation, competition, tax and property lawyers to offer sports advice."

CHAMBERS UK, 2010

Overview of Slaughter and May

Slaughter and May is a leading international law firm recognised throughout the business community for its commercial awareness and commitment to clients. We have a diverse and extensive international practice advising on the full range of commercial, financing and other matters. We have a commitment to delivering top quality legal advice, combined with commercial awareness and a “can do” approach.

The firm is organised to be client focused, not product focused, and places quality of advice before growth. We bring to bear on each new matter the experience which comes from advising on transactions from a wide variety of different perspectives. We add value by:

- creating innovative solutions to problems
- giving leading edge structural advice and risk analysis
- understanding what may, or may not, be acceptable in the market
- providing first class transaction management assistance
- ensuring delivery against realistic timetables and milestones

International work has been central to our practice since the earliest days of the firm and our lawyers are continuously engaged in transactions and cases with a significant cross-border or multi-national aspect. These transactions require an in-depth knowledge of the relevant jurisdictions, local commercial and legal expertise and an ability to deliver advice in the required time frames. We believe that these elements can best be provided by lawyers at the top of the profession in their own countries and that these lawyers are to be found in the independent law firms. We have long-standing relationships with leading lawyers in all major overseas jurisdictions and we work closely with them to ensure that our clients receive a fully integrated international service wherever this is required.

Key Contacts

For further information on any sports related matter, please contact your usual Slaughter and May adviser, or any of the following:

**CORPORATE MATTERS AND ONFIELD ACTIVITIES
(INCLUDING PLAYER TRANSFERS/CONTRACTS,
REGULATIONS AND DISCIPLINARY MATTERS)**



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COMMERCIAL AGREEMENTS (INCLUDING INTELLECTUAL
PROPERTY, SPONSORSHIP AND MEDIA RIGHTS)



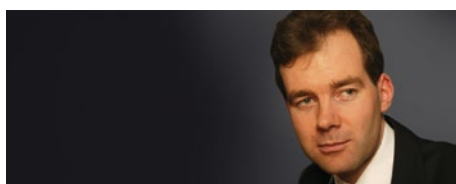
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Recent Experience

We have recently advised:

- **Arsenal** in relation to the recommended mandatory offer by KSE, UK, Inc. (a company wholly-owned and controlled by Stanley Kroenke) for Arsenal Holdings PLC. The offer values the entire issued share capital of Arsenal at approximately £731 million
- **The Board of Liverpool Football Club** and its parent companies, Kop Football Limited and Kop Football (Holdings) Limited, on the sale of LFC to New England Sports Ventures, an American sports investment company controlled by John W. Henry
- **Marcus Evans Limited** on the acquisition of Ipswich Town FC, through the purchase of an 87.5% stake in Ipswich Town Football Club Company Limited and all existing third party debt of the club
- **Tottenham Hotspur PLC** independent directors in relation to mandatory cash offers made under Rule 9 of the City Code for the ordinary and preference shares of Tottenham Hotspur by Enic International Ltd
- **Ian Lenagan** in connection with the acquisition of a 65% stake in Eaglecraft Limited, a company which trades as "London Broncos", and an intellectual property licence and real estate licence between London Broncos and Harlequin Rugby Club
- **The Lawn Tennis Association** on the variation and extension of its agreement with the All England Lawn Tennis & Croquet Club in respect of the Wimbledon tennis championships and the related sale of the Lawn Tennis Association's shares in the All England Lawn Tennis Ground plc and the All England Lawn Tennis Club (Wimbledon) Limited
- **England and Wales Cricket Board (ECB)** on matters relating to the extension of players' standard form contract of employment for county cricketers for 12 months, modifications to the Performance Related Fee Programme and the eligibility of cricketers under the ECB's qualification regulations. Also advising on matters from time to time including points arising on ECB rules and regulations
- **Arsenal Football Club** and Croatian international striker, Eduardo da Silva, in Eduardo's successful appeal against a two match European ban imposed by UEFA following Arsenal's UEFA Champions League game against Celtic on 26 August 2009. The UEFA Appeals Body fully accepted Eduardo's appeal against the suspension and annulled the original decision of the UEFA Control and Disciplinary body
- **Arsenal Football Club** on transfer dealings, including the acquisition of Russian international Andrey Arshavin from Zenit St Petersburg, the acquisition of Belgian international Thomas Vermaelen from AFC Ajax, the sales of Togo international striker Emmanuel Adebayor and Ivory Coast international defender Kolo Toure, both to Manchester City Football Club, the signing of French international Samir Nasri from Marseille, Welsh international Aaron Ramsey from Cardiff City, Mikael Silvestre from Manchester United and Francis Coquelin from Stade Lavallois Mayenne FC and the sales of Alexander Hleb (to Barcelona), Justin Hoyte (to Middlesbrough), Gilberto Silva (to Panathinaikos) and Thierry Henry (to Barcelona)
- **Arsenal Football Club** and its club captain, Cesc Fabregas, in respect of disciplinary charges brought by The Football Association against Mr Fabregas arising from the FA Cup Quarter Final between Arsenal and Hull City held on 17th March 2009, following which it had been alleged that Mr Fabregas had spat at the Hull Assistant Manager. An independent disciplinary commission of the FA found each of the two charges against Mr Fabregas to be not proven
- **Tottenham Hotspur Football Club** on various player related and other matters including image rights in respect of a number of well-known players
- **Arsenal Football Club** in relation to the construction and financing of Emirates Stadium, the refinancing of the Highbury Stadium development, the continued property developments around Emirates Stadium and general financing, property and construction matters
- **Lend Lease**, a leading international retail and residential property group, on the development, real estate and financing aspects of the £2 billion Olympic Village at Stratford City, London for the 2012 London Olympics, and its subsequent conversion to legacy use
- **Arsenal Football Club** on an agreement with MP & Silva PTE Ltd (a company based in Singapore) in relation to Arsenal's international television rights. Under the agreement, Arsenal granted to MP & Silva PTE Ltd exclusive rights worldwide (but excluding the UK and Ireland) to broadcast, transmit, communicate and distribute Arsenal's Programming Block and TV Channel through specified transmission means on a linear basis

- **Arsenal Football Club** on a range of licensing agreements including creating a standard merchandise licensing contract, in relation to the licensing of Arsenal's intellectual property for use in computer games and on proposed licences of image rights of certain players
- **Arsenal Football Club** on a range of TV and media agreements including the conclusion of a mobile content distribution agreement in respect of Japan and a production content distribution agreement with Input Video in relation to the Arsenal TV channel
- **Arsenal Football Club** on the development of an international enforcement strategy enabling Arsenal to combat infringement of its IP portfolio. We further advised specifically in relation to counterfeiting of Arsenal goods including the preparation of related section 9 statements and matters relating to SNB React and international customs seizures
- **ECB** on its major Sponsorship and Kit Supply Agreement with adidas (UK) Limited, whereby adidas replaced International Brand Licensing plc as sponsor of ECB and the official kit supplier of the ECB and Team England
- **ECB** in relation to the intellectual property and associated provisions of the conditions of employment for all centrally contracted Team England players
- **The Boat Race Company Limited** on new contracts with the BBC and BBC Worldwide for the broadcasting and international commercial exploitation of coverage of the boat race event
- **The Boat Race Company** in connection with the establishment of a trading company and trade mark licensing arrangements
- **The Royal and Ancient Golf Club** in connection with the consultation process being conducted by the Secretary of State for Culture, Media and Sport on the listing of certain events for free to air broadcasting
- **Single Home** in relation to a sponsorship and hosting agreement with IMG in relation to the Volvo World Matchplay Championships from 2009-2011 to be held at Single Home's Finca Cortesin Golf Club, Malaga
- **Marylebone Cricket Club** regarding its proposals for the development of Lords
- **Bourne Leisure** in connection with the acquisition of the entire issued share capital of Far Grange Park and Golf Club Limited
- **Queens Club Holdings** on its £25 million term facility and £14 million term bridge facility in each case provided by Royal Bank of Scotland and secured over the group assets (principally the land and buildings at the Queen's Club)
- **Chime Communications**, a leading marketing services group, on the proposed acquisition of Fast Track Sales Limited, the leading sports marketing agency in the UK, and its subsidiaries, for an initial consideration of £15 million
- **Christian Klien** in respect of his Formula 1 driver's contract with Honda Racing
- **Jockey Club Racecourses** in relation to financing for the construction of a proposed hotel
- **New Zealand Golf Club** on how best to rectify the past administration of New Zealand Golf Club's share capital as well as how to simplify its capital structure for the future
- **The Horserace Totalisator Board (Tote)** on its privatisation and the vesting of its assets in a new company
- **Bourne Leisure** on establishing a new business owning and operating a snow skiing facility in Hemel Hempstead.

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