
LONDON LEGAL TRAINING

PRESENTS

SPORT AND THE LAW - THE 2007 CONFERENCE

The Sixth Annual Sport And The Law Conference

Wednesday 16 May 2007

The Westbury Hotel, Bond Street, Mayfair,
London, W1S 2YF from 9.30 a.m. - 5.30 p.m.

6 HOURS CPD - LAW SOCIETY AND BAR COUNCIL ACCREDITED

LUNCH AND REFRESHMENTS FOR DELEGATES INCLUDED IN THE CONFERENCE FEE

See Booking Form for early booking discount

Conference Chairman - Ian Blackshaw -
Asser International Sports Law Centre, The Hague

Conference Contents

The WADA Code - Past, Presence And Future
Speaker - Mark Agate - Spring Law Limited

This presentation will deal with:

- the remit of WADA - what is WADA meant to do and why.
- WADA's effectiveness over varying geographical and sporting areas - particularly a comparison of the European and North American Sports Models and how different sports 'interpret' the Code via a look at some case law.
- WADA's standing, how well received is WADA's intervention and who's support does WADA need to be effective.
- alternatives to WADA, it's success in combating anti-doping and, as a result, its 'presence' and usefulness.
- the path ahead and the future of WADA.

Official Media Partner

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The Regulation Of Sports Bodies Following The ECJ Decision In Meca-Medina

Speaker - Ian Blackshaw - Asser International Sports Law Centre, The Hague

This presentation will deal with:

- The legal basis of EU Regulation of Sport.
- The Nice Declaration on Sport.
- The proposed Sport Article in the draft EU Constitutional Treaty.
- The autonomy of Sports Bodies and so-called 'Sports Association' Law.
- The 'Specificity' of Sport.
- The issues raised in Meca-Medina and the rulings of the Commission, the CFI and the ECJ.
- The practical implications for National and International Sports Bodies.

Effective Reputation And Brand Protection

Speaker - Jonathan Coad - Swan Turton

Sports brands are now amongst the most valuable in the world. The sums attracted by advertising, sponsorship etc mean therefore that they are well worth investing money to protect. There are plenty of predators out there who would rob you of their value. The media (and in particular the tabloid press) trades the reputation and privacy of high profile individuals for its own profile. Every brand of real value will also have parasites who seek illegitimately to profit from the goodwill in that brand. This talk shows you what steps you can take to prevent this.

Sporting Goods And Services: The Free Movement Of Goods And Services In The EC

Speaker - Robert Deacon - 11 Stone Buildings

This presentation will deal with:

- The impact of the four fundamental freedoms of the EC - the elimination of barriers to free movement of goods, persons, services and capital.
- The balance to be struck between restriction on imports and exports and IP rights.
- The development of the principle of exhaustion of rights.
- Price differentials in different member states.
- Parallel importing.
- Contractual control of subsequent resale.
- Repackaging and subsequent commercialisation of products.
- Goods marketed outside the EEA.

Restraint Of Trade In Sport - An Update

Speaker - Elizabeth Mehdevy - Wheelers Solicitors

This session will look at the principle and application in sport. In particular:

- The principle of restraint of trade.
- The test in Nordenfelt v Maxim Nordenfelt Guns.
- Application to sports governing bodies.
- Examination of recent cases.
- Where are we now?

Legal Restrictions On Sports Marketing

Speaker - James Russell - Spring Law Limited

This presentation will deal with how the law restricts sports marketing (such as advertising and sponsorship), with particular reference to:

- Existing restrictions - such as tobacco advertising and sponsorship bans; Olympic and Paralympic symbol protection; mobile marketing .
- Proposed restrictions - such as gambling advertising on children's clothing; food and drink TV advertising to children.
- Potential restrictions - such as alcohol advertising and sponsorship bans; other food and drink advertising to children.

Conference Speakers

Mark Agate - Spring Law Limited

Mark trained at City firm Allen & Overy, where he worked on numerous corporate, commercial and banking matters, and has completed a Post Graduate Certificate in Sports Law at King's College, London. After qualifying, Mark worked in-house for a national governing body, the Tennis & Rackets Association, and advised them during negotiations with the Lawn Tennis Association over the high profile sale of The Queen's Club, their anti-doping policy, sponsorship, intellectual property and broadcasting rights, World Championship guidelines and rules and regulations of the game. Mark has particular knowledge of the WADA code and disciplinary matters.

Ian Blackshaw - Asser International Sports Law Centre, The Hague

Ian Blackshaw is an International Sports Lawyer and holds a number of Visiting Professorships at UK and European Universities. He is a prolific author of articles and books on Sports Law and the Contributing Editor of The International Sports Law Journal, published by the prestigious TMC Asser Instituut in The Hague, where he is an Honorary Fellow. He is also a member of the UK Sports Dispute Resolution Panel, London; the Court of Arbitration for Sport, Lausanne, Switzerland; and the WIPO Arbitration and Mediation Center, Geneva, Switzerland.

Jonathan Coad - Swan Turton

Jonathan Coad is head of litigation at specialist media entertainment firm, Swan Turton. He is also a director and co-founder of the International Format Lawyers Association. He specialises in the protection of brand and reputation for high profile individuals and corporations. He has acted for sports stars ranging from Formula 1, the Premiership, international sports management, and world number one tennis stars on press and brand protection issues.

Robert Deacon - 11 Stone Buildings

Robert Deacon is a specialist business lawyer whose practice focuses on commercial and chancery litigation and advisory work covering contract, sale of goods, partnership, construction, banking and guarantees, restraint of trade and fraud & asset tracing. He also deals with a large number of professional negligence claims. Robert has particular expertise in intellectual property, media & entertainment and IT including copyright, trade marks, trade libel, defamation, telecoms & e-commerce and sports litigation. He is known for his hands-on approach and is an experienced advocate.

Elizabeth Mehdevy - Wheelers Solicitors

Having spent a number of years working with Clarke Willmott's sports unit, Elizabeth now deals with all aspects of sports and commercial litigation at Wheelers Solicitors. Elizabeth has experience of dealing with a number of high-profile and high-value disputes. Her experience includes acting for motor racing teams and owners, rugby clubs and football clubs in contractual disputes; all aspects of High Court litigation including obtaining injunctions in relation to sporting events; regulatory matters before the FA and Football League.

In addition, Elizabeth deals with advertising work, advising agencies on UK and Pan-European promotional campaigns.

James Russell - Spring Law Limited

James joined Spring Law from Sydney law firm Surry Partners, where he was a partner and where he undertook both commercial and contentious work heading up the firm's Litigation, Employment and Sports & Entertainment groups. For several years, James acted for Frontiers Group Australasia, part of the London based Frontiers Group - an international sports, entertainment and media business - for whom he advised on sports and entertainment related issues. He has extensive experience in the sports, entertainment, marketing and technology sectors and his clients have included advertising agencies, sports management, marketing, event promotion and technology firms. James is a dual qualified lawyer in Australia and the UK.

Conference Timings.

Registration for the conference will be between 9.30 - 9.45 a.m. The conference will commence at 9.45 a.m. and will last until 5.30p.m. The conference presentation will last for 6 hours. In addition, there will be one break for tea/coffee in the morning, a lunch break, and one break for tea/coffee in the afternoon. Refreshments and lunch are included in the conference fee.

The Conference Objectives.

The conference is aimed at lawyers, accountants, sports agents, clubs, sports associations, sports journalists, radio and television presenters and broadcasters. The objective of the conference is to consider in detail recent important changes in sport and the law.

TERMS AND CONDITIONS.

1. Payment of the conference fee is due with the booking form.
2. A booked place is transferable between individuals at any time before the conference provided written notice is given to London Legal Training ("LLT") of the name and address of the delegate who was to have attended the conference and the name and address of the delegate who will be attending instead.
3. Written notice must be given to LLT if a delegate wishes to cancel the booking. A refund less a 20% administration fee will be made if notice of cancellation is received by LLT in writing by 5.30p.m. on Wednesday 2 May 2007. After this date no refunds will be made. A substitute delegate may attend at no extra charge provided written notice is given to LLT of the name and address of the delegate who was to have attended the conference and the name and address of the delegate who will be attending instead.
4. LLT reserves the right to cancel the conference and will in such an event make a full refund of any booking fee. No liability is assumed by LLT or the proprietor of LLT, N. C. Lipton, for changes in the programme date, content, speaker(s) and venue.
5. Conference material will be handed out on the day of the conference.
6. The speakers at the conference are not authorized to advise on specific client related matters under any circumstances. Any comments made by the speaker(s) which may relate to client matters are expressions of his/their opinion or suggestions only and must not be construed or relied upon as advice.
7. The material for the conference has been designed as an integral part of the presentation(s) by the speaker(s) solely for the benefit of delegates attending the conference. The material does not necessarily stand on its own and is not intended to be relied upon for giving specific advice. To the extent permitted by law, neither LLT nor the proprietor of LLT, N. C. Lipton, nor the speaker(s) at the conference will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting omitting to act or refraining from acting in reliance upon the conference material or presentation of the conference or, except to the extent that any such loss does not exceed the price of the conference, arising from or connected with any error or omission in the conference material or presentation of the conference. Consequential loss means any loss of anticipated profits, damage to reputation or goodwill, loss of expected future business, damages, costs or expenses payable to any third party or any other indirect losses.
8. No part of the conference material may be reproduced in any form without the prior written permission of LLT.
9. Audio and audio visual recording is not permitted at the conference.
10. Delegates attend the conference at their own risk. Neither LLT nor the proprietor of LLT, N. C. Lipton nor the speaker(s) at the conference accept responsibility or liability for any injury, illness or otherwise which may be attributable to the facilities or services provided at the conference venue.

London Legal Training can be contacted at: 9 Cygnet Close, Northwood, Middlesex, HA6 2SX, or telephone 01923 840586 or email nigel@londonlegaltraining.co.uk
www.londonlegaltraining.co.uk

BOOKING FORM.

PLEASE PRINT YOUR DETAILS. PLEASE PHOTOCOPY THIS BOOKING FORM FOR ADDITIONAL DELEGATES.

Conference Title: **SPORT AND THE LAW - THE 2007 CONFERENCE -
The Sixth Annual Sport And The Law Conference - Wednesday 16 May 2007.**

DELEGATE NAME: _____

POSITION: _____

FIRM'S NAME AND ADDRESS: _____

DX NUMBER: _____ E-MAIL: _____ TELEPHONE: _____ FAX: _____

DIETARY REQUIREMENTS: _____

Please enclose a cheque for **£395.00** per delegate, or a cheque for **£365.00** per delegate if booking by **Wednesday 2 May**, for the conference payable to **LONDON LEGAL TRAINING** and send it with this booking form to:
LONDON LEGAL TRAINING, 9 CYGNET CLOSE, NORTHWOOD, MIDDLESEX, HA6 2SX.

Discounts available for multiple bookings. Please telephone for details.

Please note that London Legal Training is not registered for VAT. The conference fee does not include any VAT nor is VAT payable in addition to the **£395.00** or **£365.00** per delegate conference fee.

If you are unable to attend the conference but would like the conference documentation please send a cheque for **£100.00** (no VAT) for each set of documentation required to London Legal Training together with your name and address. The documentation will be sent out shortly after the conference.

Occasionally London Legal Training's mailing list will be made available for its' own and other appropriate organizations' mailings. Please tick here if you do not want to receive such material.