
LONDON LEGAL TRAINING

PRESENTS

SPORT AND THE LAW - THE 2008 CONFERENCE

The Seventh Annual Sport And The Law Conference

Thursday 15 May 2008

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 EU White Paper On Sport: Its Legal And Practical Implications

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

This presentation will deal with the following:-

- The EU and Sport
- The evolution of the "White Paper"
- Its relevance to the business and governance of sport
- The EU Reform Treaty
- Future prospects

Official Media Partner

sportbusiness
INTERNATIONAL

Private Information About Sports Stars – How Far Is It Really Respected And Protected?

Speaker - Robert Deacon - 11 Stone Buildings

This presentation will deal with the following:-

- What is actually being protected by the so called “right to privacy”?
- The rationale of protection and Art 8 of the Convention for the Protection of Human Rights
- The competing interests of free speech
- The value (particularly commercial value) attributable to the celebrity persona and the extent to which it can be protected
- The special case of photographs
- The extent to which publication of unauthorised photographs can be controlled

Sponsorship: An Overview Of The Key Legal Issues

Speaker - James Hennigan - Hammonds

This presentation will deal with the following:-

- Types of Sponsorship
- Rights of the Sponsor
- Obligations of the Sponsor and Sponsored Party
- Intellectual Property Rights - Trade Marks, Copyright, Ambush Marketing
- The key terms of/and what you should achieve from your Sponsorship Contracts

Ambush Marketing: Criminal Offence Or Free Enterprise?

Speaker - Luisa Leone - Hewitsons

The arguments in favour of banning ambush marketing are often aired to justify the often draconian legislation introduced to protect major sporting events from ambushers. This presentation will air the various arguments against such legislative bans, its central theme being that anti-ambush legislation will benefit neither sport nor the economy. In raising these arguments, the presentation will also explain the phenomenon of ambush marketing and alternative non-legal methods for combating it, as well as consider specific legislative developments (e.g., the London Olympics Games Act 2006).

The Equality Act 2006 And The Opportunities For Sport

Speaker - Elizabeth Mehdevy - Hextalls LLP

This presentation will deal with the following:-

- Overview of the Act
- What is a “public authority”?
- Obligations imposed by the Act
- Opportunities for Sport
- The impact on and growth of women’s sport

Current Regulatory Issues In Sport

Speaker- Simon Thorp - Onside Law LLP

This presentation will deal with the following:-

- The adidas three stripes case
- Third party ownership of players
- Breakaway leagues
- Kolpak/Cotonou players

Legal And Practical Challenges Of WADA Code Compliance

Speaker- Michele Verroken - Sporting Integrity

This presentation will deal with the following:-

- The recent changes to the Code agreed in Madrid in November 2007
- The legal challenges and contractual risks for sports organisations and sponsors
- The implications for data management under the new privacy standard
- Athlete whereabouts under the revised testing standard

Conference Speakers

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.

Robert Deacon - 11 Stone Buildings

Robert has had long wide ranging experience in commercial civil litigation and has been involved in many heavily contested often high profile trials often as lead advocate. He is primarily a litigator but also devotes a substantial part of his practice to advice work. His specialist business practice focuses on commercial and chancery and includes partnership, construction, fraud and asset tracing and professional negligence. Since the late seventies and eighties, when they were first being developed, he has been involved with many freezing and search orders and similar interim applications. He acted in one of the leading cases on solicitors' liens (*Ismail v Richards Butler*).

He has had particular experience over the years in intellectual property matters ranging from trade marks, including a major reported case, to copyright, including patents and design rights. His particular expertise extends to media & entertainment law. He has chaired and for some years delivered lectures at the annual intellectual property law and sporting law conference for London Legal Training. His lecture topics have included rights of privacy, performers' rights, performers' royalties and database rights.

James Hennigan - Hammonds

James Hennigan is a solicitor in the Sports Group of the law firm, Hammonds. James has extensive non-contentious experience with particular expertise covering the areas of sports, advertising and marketing and, in particular, sponsorship, media rights and endorsement agreements. James advises a number of Premiership football clubs, global brand owners and sports agencies on a variety of sponsorship, commercial and media rights deals. James contributes to a wide variety of sports and media publications and also wrote the Sponsorship Chapter for the PLC International Sales and Marketing Practice Manual 2007. He is a member of The British Association of Sport and the Law.

Luisa Leone - Hewitsons

Luisa Leone has been advising companies connected with sports for over 15 years, initially as an in-house lawyer for Benetton, Nike and Visa and currently as head of the Sports Law Unit at Hewitsons law firm in Cambridge. In the course of her career, she has also worked with sports agents, sports clubs and sports federations. The type of work she has performed has been wide ranging and has included involvement in sponsorship, media and merchandising deals, as well as lobbying European institutions and national governments on sports-related issues. She has been and continues to work with trade associations, both at a European and national level, whose members are active in the sporting goods sector. She also speaks regularly on various legal topics of interest to the sports sector.

Elizabeth Mehdevy - Hextalls LLP

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 Hextalls LLP where she is an Associate. 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.

Simon Thorp - Onside Law LLP

Simon Thorp is a founding partner of Onside Law. He is a corporate and commercial lawyer specialising in sport, fashion and entertainment. His clients include Betfair, Srixon Sports Europe, Babolat, XS Racing, Paragon Sports Management, International Models Management, National Express Group plc and Whitehead Mann. His recent highlights include advising Betfair on a joint venture to establish new platforms for their gaming products; Srixon Sports Europe on the expansion of its golf brand across Europe; French Tennis Federation on the adidas three stripes case; National Express on its acquisition of the Kings Ferry; the setting up of an offshore fund to invest in football players; and Paragon Sports Management on its arrangements with Monty Panesar/Phil Tuffnell. Simon specialises in acquisitions, disposals, joint ventures and general commercial agreements. He has recently appeared on Radio 5 Live as an expert on foreign investment in football and third party ownership of players. Prior to Onside Law, Simon practiced for over 7 years as a corporate commercial lawyer at two of the UK's leading law firms (Slaughter and May followed by Clifford Chance).

Michele Verroken - Sporting Integrity

Michele Verroken is an international expert on anti-doping and integrity matters in sport. She has over 20 years experience of developing anti-doping policies and procedures for professional, Olympic and Paralympic sports. She developed the UK's national anti-doping policy, designed the Drug Information Database and now advises (among others) professional golf on its anti-doping policy. An accomplished writer, broadcaster and public speaker, Michele is regularly employed as an adviser to a number of sports and businesses. She was the adviser to the UK's Independent Sports Review co-chaired by Lord Moynihan and Kate Hoey MP. As a qualified arbitrator, adjudicator and mediator as well as an expert on anti-doping matters, Michele works frequently with the legal profession. As Secretary to the Commonwealth Games Federation Medical Commission, Michele has responsibility for the high quality medical and anti-doping services at Commonwealth Games, most recently Melbourne 2006. Formerly an international netball umpire, Michele has now retired to play league cricket.

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 Thursday 1 May 2008. 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 2008 CONFERENCE -
The Seventh Annual Sport And The Law Conference - Thursday 15 May 2008.**

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 Thursday 1 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.