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# LONDON LEGAL TRAINING

PRESENTS

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## SPORT AND THE LAW - THE 2009 CONFERENCE

The Eighth Annual Sport And The Law Conference

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**Thursday 21 May 2009**

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 STANDARDS BOARD ACCREDITED

LUNCH AND REFRESHMENTS FOR DELEGATES INCLUDED IN THE CONFERENCE FEE

**See Booking Form for early booking discount**

Conference Chairman - Ian Blackshaw -  
TMC Asser Instituut - The Hague

### Conference Contents

**Settling International Sports Business Disputes by ADR**  
**Speaker - Ian Blackshaw TMC Asser Instituut - The Hague**

This presentation will deal with the following:-

- The Business of Sport
- Dispute Resolution: Traditional versus Modern
- What is ADR and its Advantages?
- Forms of ADR
- Mediation and Med-Arb
- Case Study
- Conclusions

Official Media Partner



## **Protecting A Sportsman's Privacy After Max Mosley**

**Speaker - Robert Deacon - 11 Stone Buildings**

This presentation will deal with the following:-

- How far can sports people expect to protect their privacy from "kiss and tell" stories?
- How can sports people expect their privacy to be respected?
- How far are the courts to expect sports people to be role models? How does that affect their right to privacy?
- Long distance lens photography. What is the zone of private space that the high profile sports personality can expect to be respected?

## **The Anti-Ambush Manual - A Discussion On How To Protect Against Ambush Marketing**

**Speaker - Luisa Leone - Hewitsons LLP**

This presentation will review ambush marketing tactics and the steps which sponsors and event organisers can take to protect against them. Legal and non-legal measures have to be adopted, particularly against the more creative ambushers. Such ambushers tend to avoid direct statements that the ambusher is an official sponsor of the relevant event or team and are careful not to infringe the sponsor's or event organiser's registered trade marks. The presentation will review both kinds of anti-ambush measures and give examples of successful anti-ambush campaigns.

## **Match Fixing And The Anti-Corruption Code In Tennis**

**Speaker - Jamie Singer - Onside Law LLP**

This presentation will deal with the following:-

- Match Fixing And The Anti-Corruption Code In Tennis
- Introduction
- Tanking
- Corrupt Officials
- Misuse Of Confidential Information
- Non-Outcome Orientated Corruption
- Match Fixing
- Tennis Integrity Review
- Uniform Tennis Anti Corruption Programme

## **Regulations Have To Be Workable To Be Respected. A Lesson In A Missed Opportunity. The FA Agents Regulations September 2007 And Where It Has All Gone Wrong.**

**Speaker - Mel Stein - Clintons**

This presentation will deal with the following:-

- Dual representation and duality . Is there a difference?
- Does it matter who pays as long as everybody knows who is being paid, by whom and how much?
- Is it anti-competitive to restrain an agent from representing a party who wants to be represented by him?
- Is 2 years too short a time to develop a player's career?
- Should a player under contract to an agent have the right to represent himself?
- Is it time for a fully representative task force to assume responsibility for advising on the regulation of agents?
- Should the PFA be a union or an agency?

## **The World Anti-Doping Code – A Legal Minefield For Athletes And Sports Bodies**

**Speaker - Michele Verroken - Sporting Integrity**

This presentation will examine the impact of the new Code introduced from January 2009 and its legal and sporting impact. From data protection to changes in the disciplinary process, the Code has divided the sporting community it is intended to protect. Can athletes manage their careers without legal advisers?

## **Conference Speakers**

### **Ian Blackshaw - TMC Asser Instituut - The Hague**

Ian Blackshaw is an International Sports Lawyer and Visiting Professor at several UK and European Universities and holds a Master's Degree in Sports Law. He is a Fellow of the International Sports Law Centre at the prestigious TMC Asser Instituut in The Hague and a member of the Court of Arbitration for Sport in Lausanne, Switzerland. He is a prolific author of Articles and Books on Sports Law including a new one on 'Sport Mediation and Arbitration'. He is also a contributor to The New Oxford Companion to Law and a member of the WIPO Arbitration and Mediation Center in Geneva, Switzerland.

### **Robert Deacon - 11 Stone Buildings**

Robert Deacon has broad experience in chancery, commercial and business related civil litigation with specialist knowledge in intellectual property and media and entertainment. His expertise extends to banking and guarantees, partnership, construction, fraud and asset-tracing and professional negligence. Primarily known as a litigator he has undertaken many heavily contested often high profile trials and devoted a substantial part of his practice to specialist advice work. He is an experienced interlocutory litigator particularly in relation to freezing and search orders and other interim remedies.

His intellectual property practice ranges from trade marks to copyright, patents and design right work and he has extensive experience of defamation and privacy claims. He has chaired and for some years delivered lectures at the annual intellectual property law and sports law conferences for London Legal Training. His lecture topics have included privacy and image rights, performers' rights, performers' royalties, database rights and freedom of movement of goods.

### **Luisa Leone - Hewitsons LLP**

Luisa Leone has been advising companies connected with sports for over 15 years, initially as an in-house lawyer for Visa, Nike and Benetton 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.

### **Jamie Singer - Onside Law LLP**

Jamie Singer is a founding partner of onside law. He is a commercial lawyer focusing on all aspects of the sport, fashion and entertainment industries and his key clients include the ECB, the ITF, Roland Garros and individuals such as Heston Blumenthal and Michael Parkinson. Before onside law Jamie spent five years as in-house counsel at IMG where he was principal advisor to IMG's tennis, sponsorship consultancy, fashion and models divisions throughout Europe. Jamie qualified into the Commercial department at Clifford Chance after a secondment to their Dubai office and in 2000 he joined the dedicated sports group at Nicholson Graham & Jones advising on the ICC's tender and sale of all commercial and media rights to the 2003 and 2007 Cricket World Cups as well as Lloyds TSB's title sponsorship of the 6 Nations Rugby Union Championships. Recent highlights for Jamie include representing Roland Garros in their defence of the high court action brought by adidas against the Grand Slam tournaments and advising National Express on its major sponsorship of the England Football Team, FA Cup and Wembley National Stadium.

### **Mel Stein - Clintons**

Mel Stein has been a sports lawyer for some thirty years representing both high profile players, clubs and regulatory bodies. He is the Secretary of The Association of Football Agents and through Clintons, the law firm where he is a consultant, he has been at the forefront of the opposition to the current FA Agents Regulations. He was the founder of the Post Graduate Certificate of Sports Law course at King's College London. He is the author of 18 books including "How to Succeed as a Sports Agent" and "Football Babylon". He is a regular contributor to the BBC, Sky Sports and many national newspapers as well as being much in demand as a speaker at sports law conferences and as an expert witness in sports related disputes.

### **Michele Verroken - Sporting Integrity**

Michele Verroken is the founding director of Sporting Integrity. The consultancy, the first of its kind in the UK, was set up in 2004 to advise clients in sport and business on the adoption and maintenance of best practice procedures relating to ethics and integrity standards. Her unique approach is based on over two decades as one of the world's top officials in the field of ethics in sport. Formerly Director of Ethics and Anti-Doping at UK Sport, she was responsible for designing and implementing internationally-accepted standards for doping control, results management and education and created the UK's Drug Information Database and national anti-doping policy (the basis for the World Anti-Doping Code).

Her efforts have earned the recognition and support of some of the most powerful figures in world sport and have helped shape the fight against doping in sport. Her expertise in developing anti-doping programmes has been sought by a number of countries, including Ireland, Saudi Arabia and South Africa. Michele was also instrumental in the organisation of drug testing programmes at major international events, such as the 2002 Commonwealth Games in Manchester, the 2003 World Indoor Athletics Championships in Birmingham, Euro '96, successive Rugby Union World Cups and Six Nations' tournaments.

An accomplished writer, broadcaster and public speaker, Michele is regularly employed as an advisor by a number of national and international sports federations and businesses. She was recently retained as an expert adviser on ethics and anti-doping matters by the Independent Sports Review, co-chaired by Lord Moynihan and Kate Hoey MP. Professional golf has engaged Michele to advise them on their anti-doping policy and procedures.

Michele is also a qualified arbitrator, adjudicator and mediator. As Secretary of the Commonwealth Games Federation Medical Commission, Michele was responsible for the high quality medical and anti-doping services in Melbourne 2006 and was recently honoured by the British Orthopaedic Association with the Alan Apley Memorial Medal. A former teacher and lecturer in sports science, physical education and human biology, Michele achieved sporting honours in netball as an international umpire, advanced coach and county player as well as representing England in handball and korfbal.

## 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 7 May 2009. 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](mailto:nigel@londonlegaltraining.co.uk)  
[www.londonlegaltraining.co.uk](http://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 2009 CONFERENCE -  
The Eighth Annual Sport And The Law Conference - Thursday 21 May 2009.**

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 7 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.