

Your World First

C/M/S
Law . Tax

Sport

Your winning team





The team for you

Our sports team provides domestic and international support to some of the world's best. We are more than just lawyers. We give our clients technical and commercial insight based on our contacts and knowledge across the entire sports sector. Our practice brings together specialists across all disciplines to help our clients tackle the most complex industry issues.

Well connected



Through our work for sports organisations and other players within the sports industry, we have built up a wide network of industry connections in multiple jurisdictions.

Global offering



Clients benefit from our legal experts in 42 countries. This, along with long-standing relationships with local counsel in other jurisdictions, means that we are well placed to help our clients achieve their global aims. Our expertise and global reach means we are a one-stop service for all your needs.

Award winning



Nominated at the 2017 British Legal Awards in recognition of our market leading sports work.



They are diligent, timely, connected, professional and very experienced.

Chambers & Partners Directory 2018



A dedication to client service that most firms find difficult to match.

Chambers & Partners



Key practice areas



Media Rights

We have market leading expertise in every aspect of media rights, including content production, distribution and in particular, broadcast rights deals which has seen us act for some of the world's biggest sports media rights holders. We have helped clients to seal record breaking deals and we have significant expertise in new media. This means we are also at the forefront of the digital sports broadcasting revolution as the latest technologies redefine the way that rights holders and media companies engage and interact with their customers.



Commercial Contracts

Our commercial lawyers negotiate contracts from every perspective within the industry. We advise on negotiating sponsorship agreements, brand licensing agreements, advertising agreements and player transfers.



Data Protection

We regularly advise clients as to their obligations in respect of data protection law and privacy issues. We have defended clients against investigations by the ICO and have particular expertise in advising clients on their use of data in marketing practices. We can advise you on all of your GDPR compliance requirements.



Event Organisation and Staging

Our experience in event organisation and staging means we can be with you every step of the way. We have experience in all aspects of event organisation, from stadium development and finance to catering contracts for the event itself.



Intellectual Property and Brand Protection

Our intellectual property team offers market-leading advice to sports stars, sports teams and rights holders. Our experience ranges from helping individuals negotiate image rights transfers to helping multinational associations compile their virtual advertising policy. The team also has particular expertise in antipiracy strategy, advising rights holders on how to protect their valuable rights, including rights in sports data.



Corporate

Our full service corporate group is able to assist clients with any corporate goal they are seeking to achieve. The firm has an established pedigree in advising on M&A transactions within sport, including extensive experience in acting for both Premier League clubs and investors in negotiating the legal, commercial and regulatory environment that football clubs operate within. Our team also advises on constitutional and governance issues affecting unincorporated associations, and on debt financing, where we have extensive expertise in debenture issues and receivables and player transfer financing deals.



Merchandising, Licensing and Sponsorship

We are able to draw on our experience in the technology and intellectual property fields to help rights holders create sophisticated cross media sponsorship campaigns for both the sponsor and the rights holder. Our domestic and international reach means we are a true one-stop service for all your brand's needs.



Real Estate

Our real estate team has acted on major stadium developments as well as developments of national sporting arenas. We have also acted for some of the most prestigious golf clubs in the UK on their developments.



Key practice areas



Employment

Our team has advised on the contracts of some of the country's leading sports stars as well as for football clubs on key matters related to player and manager contracts. We have acted for both employer and employee, ensuring we know the commercial realities of the whole employment relationship.



Reputation Management

Sports litigation tends to be extremely high profile, generating substantial media coverage. Our reputation management team is widely recognised as a leader in its field, particularly in relation to privacy issues, with expertise in all areas of law likely to affect the reputation of individuals and organisations in the sports sector.



Dispute Resolution

Our sports litigation team has experience resolving disputes not only through the courts and major arbitration fora but also specific sports tribunals including the Court of Arbitration for Sport and FA Commissions of Inquiry. We have expertise in acting for clients and sporting associations in a variety of disputes, ranging from anti-doping to compensation disputes following cross border player transfers.



Rules and Regulations

Our work in the sector ranges from the interpretation and enforcement of governing bodies' regulations and player salary caps, through to arbitration and judicial review cases. We also advise regularly on the construction and interpretation of the rules and regulations of sporting competitions.



Esports

We are at the forefront of the esports revolution. Esports sits at the intersection of many of our core areas of expertise, including sports, media, advertising, technology, video games and gambling. We can advise on the full range of issues, including player rights, media distribution, contractual matters and disputes, investment, IP and advertising.



Tax/Image Rights

Our tax and intellectual property specialists have significant expertise in designing and establishing robust and tax-efficient image rights structures for sporting personalities, including those who are not domiciled in the UK.





Highlights of our sports experience

Media

England and Wales Cricket Board

Advised the ECB on the £1.1bn sale of its broadcasting and media rights. Sky Sports and BBC were awarded new five-year media rights agreements for all of ECB's domestic and international matches played at home from 2020 to 2024.

International Cricket Council

Acted for the ICC on its global media rights tender for 2017-2023 in respect of the major international cricket tournaments organised by the ICC. This process resulted in the ICC concluding cricket's biggest ever broadcast deal.

TEAM

We have an ongoing relationship with TEAM which has included advising on bidding for the broadcasting rights to the UEFA Champions League and the UEFA Europa League.

Global Sports Federation

Advising a global sports body on the launch of its own digital, multiplatform service.

BT Sport

Represented BT Sport in the launch of its sports channel and advised BT on its landmark channel sharing deal with Sky, which includes BT Sport and Sky Sports.

FIFA

Acted for FIFA on the global sale of media rights to the 2010 and 2014 FIFA World Cups.

Commercial Contracts

LOCOG

Acted for the London 2012 Organising Committee on the procurement of the communications infrastructure and services of the London 2012 Olympics and Paralympic Games.

Wimbledon

Drafted the Venue Use Agreement for Wimbledon for the 2012 Olympic Games as well as several supplier contracts. We also drafted the agreement with IMG for the agency sale of the broadcasting rights to the Wimbledon tennis championships.

Motor Racing

Negotiated and drafted driver contracts with top motor racing teams and associated junior teams.

IP

FIFA

Advised FIFA in passing off proceedings and subsequently contempt/committal proceedings against a UK company and various individuals, in relation to the Jules Rimet Cup and World Cup Willie brands.

UEFA

Conducted a review of virtual advertising regulations in each of UEFA's member jurisdictions and helped obtain a High Court blocking order against several Internet Service Providers to prevent access by their customers to streaming servers which deliver live streams of UEFA matches.

BT Sport

Advised on copyright infringement claims against pubs for showing unlawful BT Sport broadcasts.



Highlights of our sports experience

Corporate

Several football clubs

We have extensive experience in investment in and takeovers of some of English football's biggest clubs such as Liverpool, Everton and Arsenal.

Bank of Ireland

Advised Bank of Ireland on the acquisition by Perform Group, a digital sports media rights specialist, of the entire issued share capital of Goal.com, an internationally popular football website.

IMG

Advised in connection with its joint venture and substantial investment in the marketing of EuroLeague and EuroCup basketball competitions across several jurisdictions.

Real Estate

Carnoustie Golf Course Hotel & Resort

Advised on various agreements with the owners of the adjacent Carnoustie Golf Links course involving golf course access, branding and shared facilities.

All England Lawn Tennis and Croquet Club

Secured planning permission for the new roof on Court 1 and worked on various other developments on the Wimbledon estate.

Various Golf Clubs

Acted for some of the most prestigious clubs in world golf including Muirfield in real estate matters, including in relation to the 2013 Open Championship.

Dispute Resolution

Seattle Sounders

Advised on training / transfer compensation following player transfers to Tottenham, Sunderland and other FAPL teams. This included the first ever claim for training compensation in the US which featured in Sports Illustrated.

Tottenham Hotspur

Successfully protected confidential information that the club submitted as part of its bid for the Olympic Stadium from being disclosed under the Freedom of Information Act.

Rockingham Motor Speedway Limited

Advised on disputes arising from the motorcycle speedway series and related issues.

Wembley Stadium

We have acted for Multiplex on a series of multi-million pounds disputes arising out of Wembley Stadium.

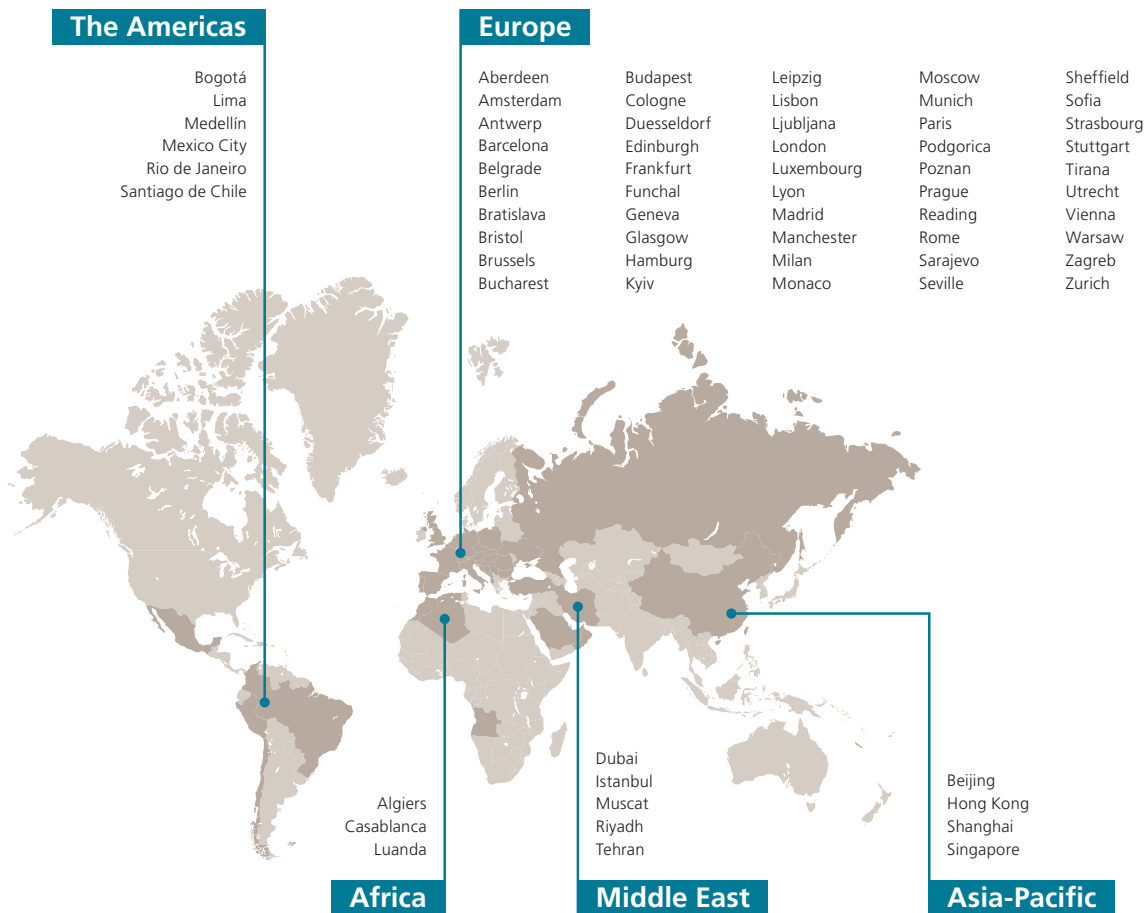
Global Cricket Ventures

Advised on various litigation matters concerning the live streaming rights associated with the IPL T20 tournament.





About CMS



— 74 offices

— 68 cities

— 42 countries

— > 4,500 lawyers

— > 1,000 partners

— > 7,500 total staff

— Combined annual turnover:

EUR 1.05bn (2016)

* when currency fluctuation is removed

Get in touch



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