

Pitmans LLP

47 Castle Street
Reading, Berkshire
RG1 7SR
Tel: +44 (0) 118 958 0224
Fax: +44 (0) 118 958 5097
DX 146420 Reading 21

The Anchorage
34 Bridge Street, Reading
Berkshire, RG1 2LU
Tel: +44 (0) 118 958 0224
Fax: +44 (0) 118 958 5097
DX 146420 Reading 21

1 Crown Court
66 Cheapside
London, EC2V 6LR
Tel: +44 (0) 207 634 4620
Fax: +44 (0) 207 634 4621
DX 133108 Cheapside 2

–Let’s talk about

Fashion

The Pitmans’ Perspective on: *Fashion*

“We provide you with the latest legal thinking.”

What we do: Our comprehensive service is focused on the protection and exploitation of our clients’ rights, and includes brand clearance, trade mark and design filing and advice in relation to licensing and sponsorship. We advise on infringement matters relating to our clients’ trade marks, designs and copyright. We also advise on distribution and agency agreements, including termination and websites.

Who we act for: We have extensive experience acting for designers, brand owners, illustrators, artists, agencies, licencees, retailers and others operating within the fashion industry. Our clients range from individuals to multinationals, from established brands to emerging talent. The clients and brands we work with include Urban Outfitters, Jonathan Kelsey, Halston, Rokstarr (Taio Cruz), Gino Green Global, Next, Unconditional and Original Penguin.

Recent experience: Acting for Next in proceedings brought against Tesco for alleged infringement of design right and copyright in a number of designs for children’s clothing and footwear.

Advising award-winning shoe designer Jonathan Kelsey in relation to establishing his business, and the protection of his intellectual property. Now an internationally renowned brand, we continue to advise on a range of issues including brand protection and enforcement, and collaborations with leading brands and retailers.

Advising a leading, US based brand owner on issues relating to sales into the EU including agency and distribution agreements, website terms and conditions and aspects of its website privacy policy.

Advising a UK band on the sale and license back of its brand name to a leading clothing company.

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–Let’s talk about

Sponsorship

The Pitmans’ Perspective on: *Sponsorship*

“We provide you with the latest legal thinking.”

What we do: We advise on sponsorship, endorsement and merchandise agreements throughout the media, entertainment and sports industries. With the sponsorship group split within the Sports, Entertainment and Media Departments, we are in the enviable position of being able to advise on sponsorship across all sectors including regulatory issues (such as issues with broadcast sponsorship).

Who we act for: Events, sports governing bodies, music and theatre producers, sponsors, corporations and individuals including the England and Wales Cricket Board, Ascot Racecourse, Volvo Ocean Race Teams, the Royal Parks Foundation and Olympic gold medal athletes.

Our expertise: Sponsorship is now a major industry valued globally at reported US\$46 billion a year. It is becoming increasingly more sophisticated. To be truly effective, sponsors and rights holders need to understand the rights being granted and how these can be exploited. Over the last 10 years, we have advised upon more than US\$1 billion in sponsorship deals.

We have developed tools to quantify the value of sponsorship packages so rights holders can distinguish themselves from their competition.

We also advise on strategies to protect the value of sponsorship rights including action that can be taken to prevent ambush marketing.

We can audit these rights on behalf of either party to ensure that a rights holder can grant the rights is claims and to identify any other rights it owns or controls which may be of valuable. For the sponsor we can advise the best ways to ensure it gets access to the key rights promised.

Whilst sports sponsorship accounts for over 85% of the sponsorship market, sponsorship of the arts, music, fashion, theatre, film and TV is becoming increasingly important. Issues of controls of rights become more complicated.

We have advised on sponsorship within sports, music, fashion, theatre and arts and TV and film as well as individual athlete and performer endorsement agreements. We advise rights holders and sponsors.

Our service: Our expertise and experience enable our clients to complete transactions quickly and efficiently.



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Contacts



Sally Britton
Partner

DDI: +44 (0) 207 634 4623
sbritton@pitmans.com



Tim Clark
Partner

DDI: +44 (0) 118 957 0264
tclark@pitmans.com



Alan Davies
Partner

DDI: +44 (0)118 957 0300
alandavies@pitmans.com



Daniel Jacob
Partner

DDI: +44 (0)207 634 4653
djacob@pitmans.com



Sally Sharp
Partner

DDI: +44 (0)118 957 0362
ssharp@pitmans.com



Jeremy Summers
Partner

DDI: +44 (0) 207 7634 4622
jsummers@pitmans.com



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MAKING IT HUMANLY POSSIBLE



Angela Shields

Director

DDI: +44 (0) 118 957 0450
ashields@pitmans.com



Alan Hunt

Solicitor

DDI: +44 (0) 207 634 4632
ahunt@pitmans.com



James Felt

Consultant

DDI: +44 (0) 207 634 4628
jfelt@pitmans.com



Claire John

Paralegal

DDI: +44 (0) 207 634 44638
cjohn@pitmans.com