

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

Sport

The Pitmans’ Perspective on: *Sport*

“As the industry becomes more sophisticated, so do we.”

What we do: We provide legal and commercial advice and support to sports stars, athletes and sports governing bodies and advise on all transactions relating to sport.

Who we act for: Ascot Racecourse, Jockey Club Racecourses, the Royal Parks Foundation Half Marathon, World Rowing and the England and Wales Cricket Board. Current premierships footballers such as Rob Green, Jimmy Bullard, Luke Young and Craig Gordon and have previously acted for some of the most respected names in football.

Olympic gold medal athletes including the world’s fastest man Usain Bolt and rowers Andy Hodge and Zac Purchase.

Agents such as World in Motion advising them on all commercial and business affairs from disputes in relation to representation agreements to players image rights deals.

Formula 1 management teams, Le Mans drivers, Grand Prix race circuits, top ranked golfers, Premiership Rugby Union and Superleague teams and players. Green Dragon Racing Volvo Ocean Race 2008/9) and other yacht race teams and regattas. Sports national governing bodies and international federations and their sponsors.

Our expertise: Representation agreements, sponsorship, brand management and image rights, sports events, partnership, hosting, ticketing and hospitality, participation and supplier agreements; licensing, merchandising, endorsement and intellectual property protection including trade mark protection.

We also advise on all sports regulatory issues and offer mediation and dispute resolution services.

Our lawyers have held key positions at Olympic and Commonwealth Games as well as the Doha Asian Games 2006 and the World Rowing Championships 2006.

We have protected key sporting properties and trademarks from The Ashes to Royal Ascot, England Cricket to Usain Bolt famous “Lightning Bolt” pose.

We have advised the extreme sports sector in particular the freestyle motocross event, FMX Gladiator Games & World Tour and the BMX World Championships to be staged in 2010.

Our service: Through our deep-understanding of the sports industry and sports market, we are able to provide fast, cost-effective and commercial advice to all our clients.

Contacts



Jeremy Summers
Partner

DDI: +44 (0) 207 634 4622
jsummers@pitmans.com



Nigel Dewar Gibb
Partner

DDI: +44 (0) 207 634 4629
ndewargibb@pitmans.com



Sally Britton
Partner

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



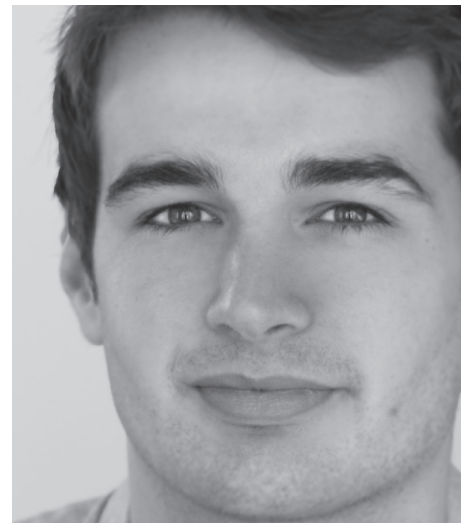
James Felt
Consultant

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



Sarah Kelly
Solicitor

DDI: +44 (0) 207 634 4631
skelly@pitmans.com



Alan Hunt
Solicitor

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



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MAKING IT HUMANLY POSSIBLE

Contacts



Claire John

Paralegal

DDI: +44 (0) 207 634 44638

cjohn@pitmans.com