



Mishcon de Reya

# SPORTS LAW ACADEMY 20/21

INCLUDING SPEAKERS FROM



Blackstone  
CHAMBERS



FNATIC



LITTLETON



Saffery Champness  
CHARTERED ACCOUNTANTS



WOMEN IN  
FOOTBALL



## Welcome from the Head of the Sports Group

Hello and on behalf of the Mishcon Sports Group, a warm welcome to the Sports Law Academy for the academic year 2020/21.

Last season was an eventful one for us all – which concluded with our final two events being screened via Zoom to record attendances around the world.

We appreciate life still hasn't quite returned to normal – so this year, we've opened up the course to more budding sports lawyers (including current and former athletes) and have provisionally planned for all of our sessions to be held online. This transfer into the digital world has enabled us to secure some great international talent – both at speaker and attendee level – so we hope that you get the most out of the programme.

At this point, I'd like to take the opportunity to publically thank a few people. Firstly, Tom Murray, one of the most exciting sports law prospects in the game. His dedication to the cause has helped to make the Sports Law Academy what it is today and is the brains behind much of what you will see over the coming year.

There's also Grace Seely, an ex-professional footballer herself, who heads up our Sports Business Development team and behind the scenes, is responsible for making a lot of this happen, as well as the twenty sports lawyers that sit within our team from across the Corporate, Employment, Immigration, Competition, Regulatory, Tax and IP departments. They give up so much of their time to put together a programme of events, which this year will also feature a number of external experts with whom we often work alongside.

In the meantime, wishing you all well and we look forward to seeing as many of you as possible over the coming weeks at the virtual sessions, and hopefully in person when we are able to fully welcome participants back to Africa House.

Sporting regards,

Simon Leaf



## A word from the Course Convenor

Welcome everyone.

We are incredibly excited to launch this year's Sports Law Academy. Since its inception in 2015, over 150 participants have graduated from the programme which is designed to provide you with a unique practical insight into contemporary sports law issues.

Over the last decade, the Mishcon Sports Group has had the privilege of working on some of the most high-profile and interesting legal matters that the industry has to offer. Across the next academic year, our market-leading experts from around the Firm, alongside some very special guest lecturers, will share their knowledge, insights and expertise to help you develop your understanding of the key legal issues in the sector:

This year, we decided to expand the programme from our usual cohort of 30 participants to a wider audience. As part of this, we welcome non-legal professionals, junior in-house lawyers, trainees and paralegals as well as athletes and students, with an interest in developing their understanding of the legal issues in sport. Our aim is to attract a diverse and enthusiastic cohort of participants to join our Sports Law Academy Alumni network and to use knowledge sharing as a tool for social good - to improve industry standards, promote diversity and nurture young talent.

None of this would be possible without the immense contribution from our Sports Group and our esteemed external speakers who have helped to create an academic syllabus that explores an exciting array of topics from financial fair play and esports to sponsorship and gender equality. I want to say a huge thank you to everyone who have contributed to make this programme a success.

We hope that you enjoy this year's Sports Law Academy and thank you for your participation.

All the best,

Tom Murray



The Mishcon Sports Law Academy provides a fantastic opportunity to hear from experts on a range of topics whilst meeting like-minded people.

Kendrah Potts – Barrister, 4 New Square



# Module Overview

Note: You will receive individual invitations two weeks before each live event. Pre-recorded material will be made available to you as the course progresses. Dates are subject to change.

## 1. Understanding the Sports Law Landscape.

Our opening module builds the foundations of the course by introducing the Mishcon Sports Group and providing an overview of the Sports Law Academy.

October 2020

This session will interrogate the concept of sports law and the notion of the 'autonomy of sport' before delving into the unique characteristics of sports disputes. We will explore: the forums for resolving disputes, jurisdiction clauses, the FA's Rule K arbitration procedure as well as introducing the Court of Arbitration for Sport.

## 2. Sponsorship, Image Rights and Tax.

This module includes three lectures that you can view at your own leisure, exploring sponsorship and endorsement deals, image rights and tax. The sponsorship session will be led by Anne Rose, an Associate in the Sports Group, who recently advised Castore Sports on their £25 million deal with Rangers F.C.

November 2020

Tom Murray will then analyse the concept of image rights by focussing on: what image rights are; why they are important, what image rights agreements are and why do clubs and players enter into image rights agreements.

For the final part of the session, we will be joined by tax experts Pete Hackleton and Rhys Linnell from the Sport & Entertainment Group at accountancy firm: Saffery Champness. Pete and Rhys advise over 70 Premier League footballers on all aspects of their tax affairs.

# Module Overview

## 3. Life of an In-House Sports Lawyer.

During this live event, our panellists will be discussing some of their experiences of working as part of an in-house team in the sports sector. They will also be providing practical advice for junior lawyers and students who wish to pursue a career in law, and more specifically, sports law.

December  
2020

## 4. Two-part session: (i) Recent Employment Issues in Sport – In Conversation with Littleton Chambers; and (ii) Brands in Sport.

This special two-part module includes a discussion between the Mishcon Employment team and leading sports counsel: John Mehrzad QC and Lydia Banerjee of Littleton Chambers who will be reviewing recent employment issues in sport. John Mehrzad QC is the founder of the Littleton Sports Group and is a leading figure at the sports bar having worked on some of the most significant cases in recent years including chairing the review into UK Athletics' handling of allegations concerning Alberto Salazar. Lydia Banerjee's sports work speaks for itself. She recently acted on behalf of cyclist, Jess Varnish, against British Cycling in the Employment Appeal Tribunal.

January  
2021

The final part of the session will be led by Mishcon Brands Associate, Stuart Lester, who will draw on recent news stories to provide an overview of intellectual property rights in sport with a particular focus on trademarks.

## 5. Esports: Legal Risks and Opportunities with Fnatic

This live session will be led by Andy Cooke (General Counsel) and Amelie Draper (Trainee Counsel) from leading esports team, Fnatic. Andy and Amelie will be analysing the rise in disputes in the esports sector and the legal challenges and opportunities that esports has to offer. In order to delve deeper into the unique intellectual property issues to which esports gives rise, Trainee Solicitor, Max Nicolaides will provide an overview of IP in the sector. Finally, Mishcon Associates, Emily Dorotheou and Stuart Lester, will consider whether third party trademarks can be used in video games and explore the rise of fashion brands collaborating with esports organisations and publishers.

February  
2021



# Module Overview

## 6. Immigration in Sport

This live session will be led by Partner, Maria Patsalos, and Managing Associate, David Deane who are specialist immigration lawyers in the Mishcon Sports Group.

This session will provide an overview of the sports immigration framework in light of Brexit; explore the impact of COVID-19, quarantine regimes and travel restrictions; before focussing on the different immigration routes available to sports persons.

March  
2021

## 7. Football Finance: Financial Fair Play and Club Insolvencies

Our penultimate session focusses on the financial management of football clubs. We will consider what financial fair play is, whether it has been effective and the different regulatory regimes which govern it. We will be joined by leading sports counsel and financial fair play expert, Nick de Marco QC of Blackstone Chambers who has advised the likes of Derby County, Queens Park Rangers and Sheffield Wednesday before the EFL Disciplinary Commission. The final part of the session considers what happens when a football club enters into administration alongside Laura Edwards, a Managing Associate in Mishcon's Insolvency team and Lee Manning, a Partner and insolvency practitioner at ReSolve. Lee has over 35 years' experience advising on administrations and oversaw the rescue of Millwall FC as a going concern.

April  
2021

## 8. 'The Fight for Gender Equality - Football on Trial' (in partnership with Women in Football)

Our grand finale session will put football on trial for failing to promote the development of women's football and the full participation of women at all levels of football governance in breach of the FIFA Statutes. The charges will be brought, and football will be defended, by an all-women team of legal experts and expert witnesses.

The jury will include 12 selected participants of the 2020/21 Sports Law Academy cohort who will be tasked with determining the outcome of the criminal trial.

May  
2021



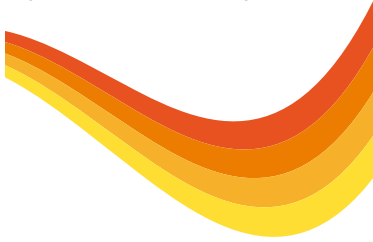
The Sports Law Academy provides insights that you simply cannot get anywhere else as a student, showing you how a sports practice at a top London firm operates. Personally, I am very grateful for the opportunity that the Academy gave me. It was my starting block for my career in law, as after the course I applied to the vacation scheme at Mishcon, which in turn led to the training contract, and now I have just qualified into the firm

Frank Cook – SLA Alumni  
Associate, Mishcon de Reya





# Overview of Mishcon de Reya Sports Group



Our multi-disciplinary Sports Group is comprised of a core team of over 20 lawyers who are passionate about sport. We have developed strong working relationships in the industry acting for clubs, owners, sponsors, agents, governing bodies and talent across a wide range of sports on the many and varied issues they face.

Our sports law services include specialist advice in the areas of intellectual property (including brand protection and image rights arrangements), regulation, sponsorship and commercial arrangements, corporate, competition, immigration, employment, dispute resolution, reputation protection, family and wealth management.

## Work highlights include:

- Negotiating boxing's first ever \$1 billion deal, between Matchroom Boxing and over-the-top subscription sports streaming service DAZN.
- Advising multiple football clubs across the Premier League and the English Football League on regulatory compliance (including third party ownership, safeguarding matters and adherence to financial fair play regulations).
- Acting on a number of high profile Premier League, FI and Premiership Rugby-related sponsorship and kit manufacturing deals and disputes.
- Advising a number of fast-growth sports technology and esports clients on a range of contractual law, IP and data protection issues.
- Acting for the Rugby Football Union as part of its legal panel (including providing a range of commercial, litigation and competition law advice), as well as the Scottish and Italian rugby unions on a range of its most important legal matters.
- Providing clubs and players with immigration advice (including both for international players joining English football clubs and for players renouncing their British citizenship in order to play elsewhere).
- Advising on a number of football-related acquisitions, including the purchases of Bolton Wanderers FC and Leeds United FC, and the sale of Leyton Orient FC.
- Advising Alex McMeekin, a well-known esports player, on a significant move from Team Vitality in France to Cloud9 in the USA.
- Acting for the administrators of Force India Formula 1 Team and the Caterham Formula 1 Team on all matters arising from the team's insolvency. Advising a blue chip client on a major FI naming rights deal.
- Advising on the personal taxation of the assets (including image rights) of a Premier League and international Brazilian footballer as part of the negotiation of a post-nuptial agreement.



The Mishcon de Reya Sports Law Academy offers a fantastic introduction to the many facets of sports law. Taught by professionals with practical experience, it offers a unique insight into the market today. The Sports Law Academy showcases professional role models and provides networking opportunities that are hard to find elsewhere!

Justin Humphries – SLA Alumni  
Editor, Lex Sportiva



# Speaker Line up Home Team



**Laura Edwards**  
Position: Managing Associate,  
Insolvency



**Stuart Lester**  
Position: Associate, Brands



**Simon Leaf**  
Position: Legal Director,  
Head of Sport



**Peter Nunn**  
Position: Legal Director, Litigation



**Emily Dorotheou**  
Position: Associate, Commercial



**Tom Murray**  
Position: Associate, Commercial



**David Deane**  
Position: Managing  
Associate, Immigration



**Anne Rose**  
Position: Associate, Commercial



**Maria Patsalos**  
Position: Partner, Immigration



**Grace Seely**  
Position: Business  
Development Executive



**Max Nicolaides**  
Position: Trainee Solicitor

# Speaker Line up

## Away Team



**John Mehrzad QC**  
Team: Littleton Chambers  
Position: Barrister



**Nick De Marco QC**  
Team: Blackstone Chambers  
Position: Barrister



**Lydia Banerjee**  
Team: Littleton Chambers  
Position: Barrister



**Pete Hackleton**  
Team: Saffery Champness  
Position: Head of Sports & Entertainment



**Rhys Linnell**  
Team: Saffery Champness  
Position: Sport & Entertainment  
Tax Adviser



**Kendrah Potts**  
Team: 4 New Square  
Position: Barrister



# Speaker Line up Away Team



**Mark Afeeva**

Team: Matrix Chambers  
Position: Barrister & FA  
Registered Intermediary



**Andrew Cooke**

Team: Fnatic  
Position: General Counsel



**Amelie Draper**

Team: Fnatic  
Position: Trainee Counsel



**Moya Dodd**

Team: Gilbert + Tobin  
Position: Partner; Competition  
and Regulation



**Poonam Majithia**

Team: Chelsea Football Club  
Position: Legal Counsel



**Zoe O'Sullivan**

Team: Southampton Football Club  
Position: Head of Legal



The Sports Law Academy offers a valuable opportunity to build knowledge on the unique, dynamic and fascinating area of sports law. Through the experience of the speakers, the Sports Law Academy gives participants an insight into the legal issues that underpin the sports landscape. I learned so much and can't recommend taking part highly enough!

Emma Hawkins – SLA Alumni  
Paralegal, Formula 1





Register for the programme  
[here](#)

**Mishcon de Reya**

mishcon.com