



Lawyers in the **Duane Morris & Selvam** Sports Law practice group have extensive experience representing clients in nearly every aspect of the business of sports. We advise various companies, including media promoters and football clubs, on a variety of sponsorship, licensing and merchandising deals as well as sports- and media-related regulatory matters. Our lawyers also help various sports-governing bodies maximize their commercial and media rights. Whether pursuing new opportunities or investments, enforcing contracts or agreements or protecting clients' rights, Duane Morris & Selvam lawyers understand the unique issues of the sports industry, including the importance of establishing and maintaining relationships, controlling sensitive information, maintaining privacy and confidentiality and achieving goals in tight timeframes. Combining the personal service of a small boutique firm with the global resources of one of the world's largest firms, Duane Morris & Selvam LLP offers clients access to more than 800 lawyers who provide a full range of legal services. Whether in Singapore, New York, Los Angeles, London or any of the 28 markets where our firm operates, Duane Morris & Selvam offers experienced counsel and effective representation for clients in this fast-moving, high-stakes industry.

## EXAMPLES OF OUR WORK

- ▶ Currently advising Dentsu Inc., a Japanese advertising and public relations company, on the licensing of the media rights for 22 countries for the XXIII Olympic Winter Olympic Games (2018) in Pyeongchang and the XXXII Olympic Summer Games (2021) in Tokyo.
- ▶ Advised Dentsu Inc. in negotiating the license for the media rights for the XXII Olympic Winter Games (2014) in Sochi, Russia; the Games of the XXXI Olympiad (2016) in Rio de Janeiro, Brazil; and the II Summer Youth Olympics Games (2014) in Nanjing, China, for 22 Asian countries and territories with the International Olympic Committee (IOC) and in drafting and negotiating a number of sublicense agreements for those media rights with leading national broadcasters in Taiwan, Malaysia, Brunei, Hong Kong, Thailand and Krygyz Republic and the pan-Asian union of broadcasters in Afghanistan, Brunei, Cambodia, East Timor, Laos, Papua New Guinea, Iran, Mongolia, Vietnam and Indonesia.
- ▶ Advised Dentsu Inc. on its master services agreement with Globecast UK Limited for the Games of the XXXI Olympiad (2016) in Rio de Janeiro, Brazil.

- ▶ Advised FIFA on the sale of the US\$500 million Asian media rights for the World Cup 2010 and 2014. We have also advised a Singaporean football club on the player contract for an ex-England, under-21 international winger.
- ▶ Advised Singapore Rugby Union Premier League players in relation to disciplinary hearings for on-field conduct (including red card offences and official citations) before judicial officers of the Singapore Rugby Union and Asia Rugby Football Union.
- ▶ Advised an international sports rights and branding sponsorship conglomerate in connection with its sponsorship agreements for the Singapore Sports Hub integrated sports, entertainment and lifestyle hub, the WTA Finals and the Cavalia equestrian and performing arts event in Singapore.
- ▶ Provided advice on sports- and media-related regulatory matters to a variety of sports and media promoters, including Nimbus Communications Limited.
- ▶ Advised various sport-governing bodies in respect to the exploitation of their commercial and media rights.

## RANGE OF SERVICES

### SPORTS

Our firm's lawyers have represented a varied roster of clients in sports, including:

- ▶ Athletes, including Olympic gold medalists, world champions and All Stars
- ▶ Sports teams, owners and coaches
- ▶ Sports leagues, executives and officials
- ▶ University athletic departments
- ▶ Sports equipment manufacturers
- ▶ Sports venues, clubs and resorts
- ▶ Sports and recreation associations

### DEALS

Negotiating deals can be career-defining moments for men and women in sports. Our lawyers initiate, structure and finalize deals with some of the best-known companies and organizations in sports. Our attorneys regularly handle negotiations for clients, including:

- ▶ Merchandising and licensing
- ▶ Broadcasting, syndication and content distribution
- ▶ Copyright/trademark permissions
- ▶ Sponsorships
- ▶ Joint ventures and investments
- ▶ Venue naming rights
- ▶ Real estate

## INTELLECTUAL PROPERTY

In sports, names, logos and likenesses are among the most valuable aspects of the industry. Enabling their use in the most advantageous ways while simultaneously protecting against nonpermitted uses is a constant balancing act. For many years, our lawyers have negotiated trademark and copyright licenses, purchases and consent agreements for sports clients. More recently, we have become increasingly involved in global anti-counterfeiting enforcement, coordinating efforts to stop the sale of fake goods around the world.

## DISPUTE RESOLUTION

- ▶ Arbitration, mediation and other litigation
- ▶ Breach of contract
- ▶ Personal injury and wrongful death
- ▶ Employment and wrongful termination
- ▶ Sports products liability defense

## WEALTH MANAGEMENT AND TAX PLANNING

Athletes' flow of income and return on investments can be more volatile than almost any other profession, making it vitally important to have solid current plans and future financial strategies. Our lawyers have experience counseling high-profile, high-net-worth individuals in all stages of their careers, advising them and their heirs on estates, trusts, asset planning and protection, and the creation and management of charitable foundations. In the United States, our Tax Accounting Group is a unique, in-house CPA practice that provides tax planning and consulting services, working in conjunction with the firm's lawyers to strive for tax minimization while ensuring necessary compliance in an evolving tax landscape. Athletes in particular are subject to increasingly aggressive multistate tax reporting, as states seek new ways to increase tax revenue from athletes competing in their states.

## MISCONDUCT/CRIMINAL CHARGES AND CIVIL CLAIMS

Professional athletes facing claims of wrongdoing can find themselves simultaneously trying to protect their livelihoods and their reputations. Whether an athlete is accused of doping violations or charged with a crime, our lawyers understand that the situation must be resolved quickly and discreetly.



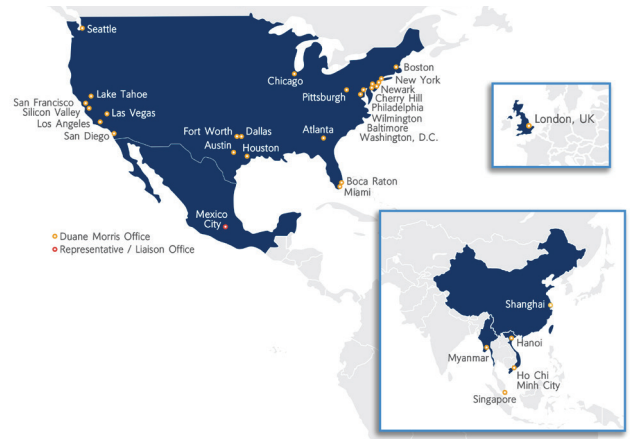
## LIABILITY AND RISK

Duane Morris & Selvam lawyers are among the pioneers in the law regarding liability and risk in sports, recreation and outdoor industries. For decades, the firm's lawyers have represented equipment manufacturers, retailers, venues and trade groups, and in that time, they helped revitalize and define the doctrine of primary assumption of risk. The firm's United States lawyers serve as national counsel for many well-known brands of snow, water and outdoor gear. Whether representing an equipment company, resort or other client, our lawyers are adept at helping weigh the potential risks and benefits of litigation or settlement, while managing the possible financial and public relations consequences. The firm also advises clients on risk management and avoidance, as well as insurance issues.

## INTERNATIONAL AND IMMIGRATION

The sports world knows no borders. From business deals to asset management, and from intellectual property rights to technology issues, the firm's lawyers advise clients on opportunities, obligations and rights in nations throughout the world. Our firm's globally recognized immigration practice assists athletes and their families with visa and naturalization issues.

## OFFICE LOCATIONS



Duane Morris & Selvam's Asian offices in Singapore, Hanoi, Ho Chi Minh City, Shanghai and Yangon are backed by a global infrastructure of offices across the United States and the United Kingdom.

## KEY CONTACT



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Duane Morris & Selvam LLP is the joint law venture consisting of international law firm Duane Morris LLP and Singapore-based Selvam LLC, with headquarters in Singapore. Supported by a network of more than 800 attorneys in multiple offices around the world, it offers innovative solutions to the legal and business challenges presented by today's evolving global markets.