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17

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EATON'S SPORTS & MEDIA TEAM

If you work within the sport, media or entertainment industries, finding a legal partner who can help protect your interest is crucial.

We understand the importance of preserving your professional reputation, which is why we recruited leading sport and media lawyer Stephen Taylor Heath as a partner in August 2011, to establish dedicated teams for sport and media & entertainment law. Giving you access to a wealth of experience whenever you need it.

Our sports team is made up of specialist lawyers who provide a comprehensive service to clients in the sports sector, including professional sports people, professional football clubs, sporting brands super league clubs, boxing promoters, player agents and media rights holders, enabling you to draw on a vast diversity of skills.

Our media team advises promoters of all types of media events on event management, media rights exploitation and protection. We also have particular expertise in handling the unique issues that arise from streaming media content live on the internet. By staying updated on all new media developments, we make sure we're equipped to help you handle any situation.

THE TEAM IS HEADED BY
STEPHEN TAYLOR HEALTH
– A DEDICATED SPORTS
AND MEDIA LAWYER WITH
MANY YEARS OF SECTOR
EXPERIENCE. HIS HIGHLY
SPECIALISED TEAM IS ALSO
ABLE TO DRAW ON THE
FIRM'S EXPERIENCE IN
OTHER AREAS INCLUDING:-



EMPLOYMENT
CORPORATE
MATRIMONIAL
HEALTH & SAFETY
PERSONAL INJURY
INTELLECTUAL PROPERTY
COMMERCIAL PROPERTY
RESIDENTIAL PROPERTY
ROAD TRAFFIC & MOTORING
WILLS, TRUSTS & ESTATES
BUSINESS DEVELOPMENT

A proven track record of handling commercial contracts with broadcasters, sponsors and venues.

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EVENT MANAGEMENT

Handling large-scale events is something we're very familiar with. Stephen Taylor Heath was engaged as general counsel to Frank Warren's Boxing Promotion Company from 2000 to 2005 and oversaw the company's listing on AIM and attended to the legal issues arising from around 20 domestic and international boxing events a year.

So whether you're promoter, sponsor, host or participant, we can advise you on all legal aspects relating to your event, including brand protection, ticketing, media rights protection and exploitation, broadcast agreements and promotional agreements. We have a proven track record of handling commercial contracts with broadcasters, sponsors and venues, as well as experience working with governing bodies, participants and local authorities. And because we understand that issues can arise at any time, particularly when you're dealing with international events, we're committed to providing specialist advice as & when required, 24 hours a day.



PLAYER MANAGEMENT

If you're looking for professional representation, we can help. Stephen Taylor Heath provides a unique service to players and agents in advising on the pitfalls of current representation agreements BEFORE a problem arises as well as handling common disputes that can arise and termination. Stephen Taylor Heath is qualified to act on a player's behalf as an exempt solicitor pursuant to the Football Association's rules on representation.

We recognise that to provide the best representation possible we need to work with experienced insiders and have recruited consultants in rugby, golf and football for this purpose.

Our team of specialist lawyers has many years experience in the sporting world. However, what sets us apart is that we not only give our clients the best legal care, but that we also strive to maximise their earnings and commercial market potential. So you can trust us to always put your best interest first.

Our consultants use their experience in the relevant sport to provide you with structured career and welfare advice. We can also advise you on pensions, tax savings and image rights, and have experience of setting up offshore image rights companies to maximise our clients' earnings.

Our PR, Publishing and Digital Media consultants are on hand to help manage your profile through dedicated websites containing interactive media, hard copy publications and press campaigns, all with the aim of maximising your earning potential without disrupting your focus on your sporting career.

DISPUTE RESOLUTION

When it comes to resolving disputes, you need to know you have the best possible representation. So whether you are the Claimant or Defendant, Applicant or Respondent, Complainant or Opponent in High Court Litigation, we can offer you the support you need. We can also represent and guide you through internal disciplinary matters, governing body disciplinary proceedings, arbitration proceedings and mediation.

Whatever the nature of the dispute, we can provide professional and relevant expertise to help you achieve a satisfactory outcome.

We have extensive experience of dispute resolution, including:

- **Representing licence holders in disputes before the British Boxing Board of Control and The Rugby Football League.**
- **Acting for professional footballers in FA arbitration proceedings and defending disciplinary action under the FA doping code.**
- **Acting in high court contractual disputes between boxers and their promoters.**
- **Acting in international litigation disputes, including the United States.**
- **Representing boxers and promoters in international disputes with world governing bodies.**
- **Acting for Claimants and Defendants in high profile High Court libel matters.**

Eatons have acted for clients who have acquired internet rights for sporting content, so you can be sure that whatever your situation, your rights will always be protected.

MEDIA RIGHTS PROTECTION & EXPLOITATION

You should be aware of the need to protect your media rights and maximise their commercial potential.

We have extensive experience of the commercial agreements required to exploit these rights, whilst at the same time retaining and protecting their value. Sponsorship agreements and broadcast agreements are prime examples of making sure that only the necessary rights are licensed and the appropriate rights reserved.

If you're worried about the implications of New Media platforms on your career, you'll be interested to know that Eatons Solicitors has conducted a number of disputes involving Social Media (Facebook/Twitter) and YouTube, to protect the value of streaming content. Plus we've acted for clients who have acquired internet rights for sporting content. So you can be sure that whatever your situation, your rights will always be protected.

Our highly regarded Intellectual Property department can also provide you with first-rate advice on Patent, Design Rights, Passing off, Trademark protection and infringement, and IP rights licensing. We can advise you on the best way to protect and manage your IP rights portfolio, plus we offer consultation on protecting rights you may not even know you have.



Stephen Taylor Heath,
Head of Sports, Media
& Entertainment



We can draw up appropriate agreements for protecting your privacy issues and have experience of several high profile High Court litigation disputes.

LIBEL & PRIVACY

High profile libel matters are often headline news and sadly the nature of modern journalism means some publications will print stories expecting a backlash but considering the circulation figures. So now more than ever, you need to know where you stand.

Recent publicity on the Tiger Woods and Ryan Giggs Stories has highlighted issues such as super injunctions, gagging agreements, privacy rights and image protection. They raise many legal issues of which we have specialist knowledge. Knowledge we can share with you whenever you might need it.

We can advise you on defamation and whether your privacy rights have been invaded. Plus we can draw up appropriate agreements for protecting your privacy issues and have experience of several high profile High Court litigation disputes. So whether you need us to advise publications on libel matters or work with your commercial sponsors to specify protection clauses, we can make sure your integrity is protected. Allowing you to focus on your professional career without being sidetracked.

For further details information about Eatons Solicitors Sports and Media team and the services we can provide, please visit our website www.eatons-solicitors.co.uk

Or contact:

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Head of Sports, Media & Entertainment

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Eatons Solicitors

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IF YOU WORK WITHIN
THE SPORT, MEDIA
OR ENTERTAINMENT
INDUSTRIES, FINDING
A LEGAL PARTNER WHO
CAN HELP PROTECT YOUR
INTEREST IS CRUCIAL.

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