



SPORTS & ENTERTAINMENT 2015

LEGAL MARKETPLACE ANALYSIS

In this section we analyse the findings of our research in greater depth to single out the firms and individuals who stand-out worldwide.

US firm Sheppard Mullin Richter & Hampton has a deep bench of sports and entertainment practitioners in its Century City office. **Robert Darwell** specialises in advising clients in all aspects of the development, production, acquisition and distribution of film, television and video games. One respondent reported, "He is very highly regarded for commercially brilliant advice." **Benjamin Mulcahy** is a "leading name in sports and entertainment marketing" and peers state that they "would refer work to him without a second's hesitation". Alongside them, **Shaun Clark** is "absolutely brilliant". He is an expert in entertainment intellectual property rights and he is well known for advising on brand development and the negotiation of sponsorship and endorsement agreements.