

The Globalization of Sports: Legal Issues for International Sporting Events

Sheppard Mullin San Francisco Office
07.11.2012

Please join Sheppard Mullin Richter & Hampton LLP and the Entertainment & Sports Law Interest Group of the IP Section of the California State Bar for a timely discussion on legal issues surrounding global sporting events. Topics will include:

- Broadcasting and content rights acquisition and licensing
- Ticketing and merchandizing
- Signage agreements and sponsorship deals
- Ambush marketing

There is no cost for the event.

Please RSVP to Ryan Hilbert (RHilbert@sheppardmullin.com) and/or Elizabeth Rest (Elizabeth.Rest@comcast.net).

Networking/Drinks & Appetizers

6:00 p.m. - 7:00 p.m.

Program

7:00 p.m. - 8:00 p.m.

Where

Sheppard Mullin
Four Embarcadero Center
17th Floor
San Francisco, CA 94111

Our current panelists include:

Kelly Crabb, *Partner*, Sheppard Mullin Richter & Hampton LLP

Mr. Crabb's experience includes representing three Olympic organizing committees, an Olympic Champion before the Court of Arbitration for Sport in Lausanne, the interests of Olympic Champions in connection with commercial endorsements, and bid committees in their candidature for the Olympic Games. Mr. Crabb was lead international counsel to the Beijing Olympic Organizing Committee (BOCOG) for the XXIX Olympiad in 2008 and worked on projects for the London Olympic Committee for the Olympic Games (LOCOG) and Paralympic Games

of 2012 and the Salt Lake Olympic Organizing Committee for the Winter Games of 2002.

Jeremy Korner, *Owner/CEO*, Korner Media Ltd.

Admitted to the Bar of England, Mr. Korner is a former executive at the UK's principal commercial TV network, ITV. In 1996, he established the Legal and Business Affairs division at the Geneva-based European Broadcasting Union (EBU). There he negotiated over \$3 billion worth of deals with the International Olympic Committee (IOC), UEFA, News Corp., NEC, Warner Bros., IMG and the European Bank.

Leah Tuffanelli, *Senior Advisor Business Affairs*, MATCH Services AG

Ms. Tuffanelli works in-house exclusively for Byrom, plc. and its subsidiary MATCH Services AG, the official ticketing, accommodations and IT service provider for the 2010 FIFA World Cup South Africa and 2014 FIFA World Cup Brazil. Ms. Tuffanelli provides advice in connection with the ticketing, accommodation and information technology solutions for the FIFA World Cup. Between 1996 and 2006, Ms. Tuffanelli had her own law firm, and represented clients such as the 2002 and 2006 FIFA Ticketing & Accommodation Offices, the National Football League, NFL Properties, Ryder Cup Ticketing and Travel Services, the Challenge Series - Fleet Racing America's Cup Yachts, ESPN Videogames, Premier Partnerships, En-Linea, Inc. and other clients.

Moderated by:

Ryan S. Hilbert, *Special Counsel*, Sheppard Mullin Richter & Hampton LLP

Mr. Hilbert has represented the United States Olympic Committee (USOC), Churchill Downs Incorporated, several NFL Hall of Famers, and others in various litigation, licensing and sponsorship matters. He also was a member of the litigation team that, in 2008, obtained a \$28.1 million jury verdict on behalf of 2,062 retired NFL players who had sued the NFL Players Association for unpaid licensing royalties.

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Questions? Please contact Ann Cheney at: acheney@sheppardmullin.com or 415.774.2975

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Industries

Sports