



## **Legal Panel member: Bob Mitchell**

Partner, Harbottle & Lewis

### Profile

Bob Mitchell specialises in all aspects of sports law. In 2011 he was named as the most influential lawyer in the sports industry by Sports Business International magazine. He has particular experience in negotiating and providing advice on the terms of commercial sports agreements, including sponsorship, participation, staging, promoter and venue agreements, and advising on sports regulatory and disciplinary issues.

He advises all types of sports-related clients on a comprehensive range of legal issues. His experience also includes advising a number of leading sportsmen on the exploitation and protection of their image rights as well as acting for both significant sports rights owners and large multi-national corporate sponsors of events and teams. Bob also regularly provides advice to a number of national and international player associations.

Bob is a member of the British Association of Sports Law and the European Sponsorship Association.

### Expertise

- The exploitation of all sports-related rights
- Sponsorship, licensing, endorsement and merchandising
- Event staging arrangements including participation, promoter, event management and venue agreements
- Broadcasting and the exploitation of sports rights across media channels
- The structuring, exploitation and protection of sportspeople's image rights
- Sports disputes
- Regulatory and disciplinary matters
- Representation agreements

### Appointments

Bob has advised on some of the most high-profile and significant sports sponsorship deals in recent years including:

- Barclays' 2009 and 2012 renewals of its sponsorship of the Premier League
- Standard Chartered Bank's shirt sponsorship of Liverpool FC
- npower's sponsorship of the three divisions of the Football League

- A number of sponsorship deals in relation to the London 2012 Olympic Games

### Testimonials

*"Bob is a fantastic lawyer, with a lot of knowledge and experience both from a legal and a commercial perspective."*

*"Clients say Bob Mitchell is 'highly personable, flexible, fast on his feet and meticulous in getting the detail right.'"*