



## Media, Sport and Entertainment

One legal practice has emerged as a preferred choice among parties involved in the media, sports and entertainment sectors who demand superior representation and client service.

DLA Piper understands the way the media, sport and entertainment industries work. We are trusted legal advisors, with the experience and reach to advise in any major jurisdiction. Our clients benefit from our deep industry knowledge and experience, and from our creative, solution-oriented and responsive approach.

We have a market-leading international team of media, sport and entertainment lawyers throughout the Americas, Asia Pacific, Europe, Africa and the Middle East. We offer the benefits of a global business law firm, with a network of experience extending across the world.

DLA Piper is at the forefront of advising the media, sport and entertainment industries on finance, borrowing, investment and corporate issues, production and rights acquisitions, exploiting media rights, staging and exploiting live sports and other events, intellectual property protection and enforcement, regulatory and administrative issues, antitrust and competition law, stadium and arena development and on the resolution of disputes.

We advise leagues, clubs, franchise owners, broadcasters, advertisers, international and national governing bodies, rights holders, agencies and promoters, studios, distributors, event promoters, sponsors, investors, banks and other leading corporations and individuals. Our lawyers are also well positioned to provide a full range of business legal services to the emerging esports industry.

Our team is regularly recognized as a leading legal team and recent highlights include:

- Band 1 in Media (*Chambers Europe 2017*)
- Tier 1 in Sport and Media & Entertainment (*Legal 500 UK 2016*)
- Band 2 in Sports Law: Nationwide (*Chambers USA 2017*)
- Band 2 in TMT (*Chambers Global 2017*)
- Band 2 in Sport (*Legal 500 US 2016*)
- Band 1 in TMT (*Chambers UAE 2017*)
- Entertainment Law Firm of the Year (*Who's Who Legal 2015*)

### Recent experience

#### KEY CONTACTS

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#### RELATED SERVICES

- Finance
- Intellectual Property and Technology
- Litigation, Arbitration and Investigations
- Real Estate

- Premier League with its broadcasting and media rights activities
- A.S. Roma and its affiliates with the construction, planning, real estate and corporate matters for the new Stadio della Roma and related mixed-use development
- Los Angeles Chargers in connection with their relocation from San Diego to Los Angeles
- NBA China regarding its complex matters, including responding to a shifting audio-visual regulatory landscape (primary re: the European Digital Single Market), virtual advertising issues and a wide variety of other commercial arrangements
- Qatar's Supreme Committee for Delivery & Legacy on partnership arrangements for the development of a stadium and tournament infrastructure and the legacy redevelopment of one of the 2022 Football World Cup tournament sites
- Vice Media on the creation of 'VICELAND', a series of linear television channels
- Los Angeles Football Club in connection with corporate, tax, finance, employment and commercial matters relating to its run up to its first MLS match and new stadium
- Dentsu Aegis, the world's leading, focused media and digital communications group, with various transactions
- Discovery on its pan-European acquisition of rights to the Summer and Winter Olympic Games for 2018-2024. US and international sporting organisations on trademark, athlete rights of publicity, and ticket resale issues relating to the Olympic Games
- Australian Football League on the landmark acquisition of Melbourne's Etihad Stadium
- Lenders' counsel in connection with a new stadium for Raiders Las Vegas
- Lenders' counsel in connection with a new stadium for Tottenham Hotspur
- Germany's leading broadcasters in connection with important regulatory issues, including advertising regulation on product placement or insertion of adverts, license obligations to carry third parties and the protection of minors

## INSIGHTS

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### Publications

#### Hong Kong Government introduces mandatory quarantine measures

11 February 2020

On 9 February 2020, the number of deaths due to the rapidly spreading coronavirus in Mainland China officially surpassed the figure seen during the 2002/2003 SARS epidemic.

Numerous governments have been implementing restrictions barring entry to those with recent travel history through Mainland China, including Singapore, Japan, Australia and the United States. Following pressure from public health workers, the Hong Kong Government has now followed suit and has begun a mandatory two-week quarantine for anyone arriving from Mainland China.

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#### How to resume business amid the coronavirus outbreak

11 February 2020

As reported in our previous article, China has extended its Chinese New Year holiday and work suspension period as a result of the novel coronavirus outbreak which has now infected more than 40,000 people around the world.

This is a summary of the Back to Work Day and compensation for working before Back to Work Day in key cities and provinces across China.

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#### APAC employment issues arising out of the Coronavirus

31 January 2020

On 29 January 2020, the number of confirmed cases of the rapidly spreading coronavirus in Mainland China officially surpassed

the figure seen during the 2002/2003 SARS epidemic.

Multinationals with local operations around the APAC region have been significantly affected. As staff return to the office following the Chinese New Year holiday period, businesses are now considering what they can do to minimise any risk to health and safety and support staff through this challenging period where anxiety and uncertainty is rife, whilst at the same time complying with their employment obligations and maintaining business continuity. Putting in place detailed business and contingency plans and ensuring careful communications with staff to address key topics and concerns is key, as is keeping such plans and communications under frequent review given the fluidity of the current situation.

This alert considers some of the key issues that HR and business leaders should be considering across the APAC region.

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### **Harsher penalties on discriminatory employment practices in Singapore**

29 January 2020

The Fair Consideration Framework was updated in January 2020 to impose harsher penalties on employers found to be engaging in discriminatory practices such as by favouring the hiring of foreigners over Singaporeans.

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### **China extends holidays for workers amid coronavirus outbreak**

28 January 2020

Learn about how the widely publicised corona virus outbreak affects business in Greater China.

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### **It's no secret: Trade secret misappropriation investigations are on the rise**

19 December 2019

Exploring the reasons for the increase in these ITC investigations

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### **Panels examine trademark litigation and the CCPA at our 13th annual Women in IP Law CLE Luncheon**

19 December 2019

Most of the more than 180 guests were leading IP counsel] for some of the Bay Area's largest tech companies.

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### **EU launches preparatory work for a global sanctions regime for human rights violations**

17 December 2019

On 9 December 2019, High Representative/Vice-President of the European Union Josep Borrell announced that the Foreign Affairs Council has agreed with strong consensus to start the preparatory work for a global sanctions regime to address serious human rights violations.

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### **Esports Laws of the World**

21 November 2019

The esports market has been booming over the last few years, but in some cases, regulations have not been able to catch up. In this guide, we look at the local legal and regulatory requirements for the esports industry across 38 countries, to help you

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identify potential issues and solutions.

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### **SportsLaw podcast: Academy players, agents and on-field discipline**

20 November 2019

#### **SPORTSLAW PODCASTS**

How are agents regulated in rugby? What makes a good rugby agent? And are there any recent trends in on-field disciplinary offences in rugby? In the last part of our series with the RFU, Nick Fitzpatrick and Alasdair Muller speak to Angus Bujalski and Stuart Tennant to find out.



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### **SportsLaw podcast: Betting integrity and anti-doping: The RFU approach**

15 October 2019

#### **SPORTSLAW PODCASTS**

In the second episode of DLA Piper's SportsLaw Podcast, Nick Fitzpatrick and Alasdair Muller speak with Angus Bujalski and Stuart Tennant from the RFU. The discussion looks at how the RFU's overarching integrity strategy is used to combat issues such as match fixing and doping.



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### **With great influence comes great responsibility: potential liabilities in the growing influencer marketplace**

30 Sep 2019

What responsibility, if any, falls on the influencer for social media product endorsements?

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## SportsLaw podcast: Rugby World Cup and players' social media

17 September 2019

### SPORTSLAW PODCASTS

Nick Fitzpatrick and Alasdair Muller speak to RFU Legal and Governance Director Angus Bujalski and RFU Legal Counsel Stuart Tennant about the upcoming World Cup and players' use of social media.



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## Caster Semenya ruling and the pros and cons of the Court of Arbitration for Sport

6 September 2019

On April 30, 2019 the Court of Arbitration for Sport (CAS) gave its much anticipated ruling on the case of Caster Semenya, dismissing the challenges brought by her and Athletics South Africa (ASA) regarding the validity of the International Association of Athletics Federations' (IAAF) Eligibility Regulations for Female Classification (Athletes with Differences of Sex Development) (the DSD Regulations).

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## Sport Now: DLA Piper's Media, Sport and Entertainment sector, sports magazine

6 September 2019

Welcome to the September 2019 edition of Sport Now, DLA Piper's global magazine focusing on all sports related matters in the legal world. We hope you enjoy reading about the latest developments across the sector. Contact us or any of the authors, in case of any queries.

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## Supreme Court Corner

24 July 2019

The Court clarifies a circuit split over copyright in *Fourth Estate* and, in *Mission Product Holdings*, says a licensee's rights survive the licensor's bankruptcy.

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## Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

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## **Mexico: Anti-money laundering rules / self-correction program**

8 MAY 2019

Mexico's new rules aim to encourage non-compliant taxpayers to meet their reporting obligations.

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## **EU Policy & Regulatory Alert - EU Publishes Artificial Intelligence Ethics Guidelines**

12 APR 2019

On 8 April 2019, the EU's High-Level Expert Group ("AI HLEG") on Artificial Intelligence ("AI") published the much-anticipated "Ethics Guidelines for Trustworthy AI", setting out a horizontal framework for the development and deployment of ethical and robust AI systems across the EU

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## **Top of Mind: Litigation**

20 MAR 2019

In this issue, our coverage of 10 big topics businesses have been thinking about this quarter.

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## **Major Sporting Events - The Legal Requirements**

13 FEB 2019

The world's major sporting events continue to grow when it comes to the number of countries, participants and visitors involved, as well as the money invested and revenues generated. These events also involve a broad spectrum of legal issues, and high-quality legal advice is of immense importance.

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## **DOJ reverses its 2011 Opinion, concludes Wire Act prohibitions "sweep beyond sports gambling"**

18 JAN 2019

An opinion that will have a significant effect on the Internet gaming and lottery industries.

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## **DLA Piper Slovakia: Online gambling liberalisation**

14 JAN 2019

Slovakia is planning to liberalize the online gambling market. The planned effectiveness of the proposed act is 1 March 2019.

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## **Sport Now: DLA Piper's Media, Sport and Entertainment sector magazine**

10 JAN 2019

We've collated articles from a wide variety of countries to provide you with an overview of what's pertinent in the sector in your country and to show how this compares to sector in other parts of the world.

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## **The Music Modernization Act: stronger protections for artists and publishers**

21 DEC 2018

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The MMA revamps the Copyright Act in three major aspects.

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### **Supreme Court Corner Q4 2018**

20 DEC 2018

A trademark case concerning the Lanham Act's prohibition of "immoral" marks; a patent case asking whether the government is a "person" under the AIA.

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### **DLA Piper grows Entertainment Finance and Transactions capabilities in Los Angeles**

21 DEC 2018

DLA Piper recently welcomed seasoned entertainment and media attorneys Tom Ara and David Markman to the growing Los Angeles office and IPT group.

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### **Real Estate Gazette: Sports and Stadia**

7 NOV 2018

#### **[REAL ESTATE GAZETTE](#)**

This issue highlights the various legal issues related to sports and stadium development.

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### **Recent Landmark Case on Comparative Advertising in Hong Kong**

12 OCT 2018

On 5 September 2018, the Hong Kong Court of First Instance handed down a significant win to Hong Kong Broadband Network Limited (HKBN) in dismissing a trade mark infringement claim brought against it by the PCCW-HKT group (PCCW). The case is the first decision the Hong Kong Court has made on section 21 of the Trade Mark Ordinance (Cap. 559) (TMO) and provided important guidance on the use of trademarks in the context of comparative advertising.

HKBN was represented by the legal team from DLA Piper Hong Kong led by May Ng, Partner, assisted by Queenie Chan, Associate.

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### **Intellectual Property and Technology News (Asia Pacific) September 2018**

27 SEP 2018

#### **[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)**

Intellectual Property and Technology News (Asia Pacific) is our annual publication designed to report on worldwide developments in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

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### **Copyright in esports: a top-heavy power structure, but is it legally sound?**

27 SEP 2018

Central to the esports industry are novel intellectual property issues arising from the structure of the esports ecosystem.

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### **Embedding content: uncertainty about the Copyright Statute undermines digital media**

27 SEP 2018

Companies creating digital content have to more carefully weigh the potential risks of embedding copyrighted content into their sites.

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### **Ben Mulcahy and Gina Reif Ilardi recognized in *Variety's 2018 Legal Impact Report***

27 SEP 2018

Benjamin Mulcahy and Gina Reif Ilardi have been recognized in the *2018 Variety Legal Impact Report*.

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### **eSignature and ePayment News and Trends**

14 SEP 2018

#### **[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)**

In this issue, remote notarization – US state requirements, plus blockchain, the new stablecoin, the validity of esignatures, and more.

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### **Online gaming and gambling are changing**

28 JUN 2018

Two recent federal court decisions have disrupted the online and mobile gaming and gambling industry in the United States. Shifts are taking place in other jurisdictions as well.

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### **SCOTUS declares PASPA unconstitutional; states are free to legalize sports betting**

14 MAY 2018

The decision paves the way for each of our states and territories to legalize, tax, regulate and even participate themselves in the multibillion-dollar sports gambling industry.

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### **Sport Now: DLA Piper's Media, Sport and Entertainment sector magazine**

10 MAY 2018

We've collated articles from a wide variety of countries to provide you with an overview of what's pertinent in the sector in your country and to show how this compares to sector in other parts of the world.

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## Global Media Sector Trends 2018

6 MAR 2018

DLA Piper's new Global Media Sector Trends 2018 report explores how new commercial opportunities are being created by disruption, specifically in relation to the rise of over-the-top (OTT) content, virtual / augmented reality (VR/AR) and the internet-of-things (IOT).

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## Tax incentives in Puerto Rico: a quick introduction

13 JUN 2017

Puerto Rico offers a spectrum of economic incentives aiming to promote many key industries. This handbook offers a quick look at ten of the most significant of these incentives.

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## UK: The real risk of cyber attack

1 AUG 2011

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## EVENTS

### Previous

#### Joint Bidding - The joys and tribulations

27 November 2019

#### [DOPING IN SPORT: REGULATION AND CHALLENGING DECISIONS](#)

Webinar

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#### Doping in sport: Regulation and challenging decisions

13 November 2019

#### [DOPING IN SPORT: REGULATION AND CHALLENGING DECISIONS](#)

Webinar

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#### TopCo liability panel

25 JUN 2019

London

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#### Corporate Joint Ventures in the Media, Sport And Entertainment Sector

17 JAN 2019

Webinar

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## **Football Club Financing**

29 NOV 2018  
Webinar

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## **The Impact of the Trade Secrets Directive on the Media, Sport & Entertainment industry**

18 OCT 2018  
Webinar

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## **Global Media Trends Insight Webinar 2018**

25 APR 2018  
Webinar

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## **NEWS**

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### **DLA Piper releases its global guide to esports regulations**

25 November 2019  
DLA Piper has today launched its 'Esports Laws of the World' guide which covers regulations covering 38 jurisdictions.

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### **DLA Piper announces partnership promotions for 2019**

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

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### **DLA Piper announces partnership promotions for 2018**

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

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## All eyes on OTT content in 2018 – DLA Piper report

6 MAR 2018

Over the top (OTT) content is emerging as the main growth area for media companies, according to a new report – ‘Global Media Sector Trends 2018’ – by global law firm, DLA Piper.

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