



Alasdair Muller

Associate

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Alasdair's practice focuses mainly on dispute resolution in the sport sector. He regularly acts in relation to various aspects of rights holders' copyright enforcement programs (ranging from High Court actions against individuals to applications for ISP blocking orders) as well as handling regulatory and compliance matters dealt with under sports governing bodies' own internal arbitration systems.

Alasdair was previously seconded to the British Horseracing Authority, where he worked closely with the internal integrity, intelligence and disciplinary teams to prepare a number of anti-doping cases, ultimately presenting submissions on behalf of the Authority to an independent disciplinary panel.

Alasdair's practice also includes various other aspects of intellectual property work, such as drafting licensing and sponsorship agreements for clients in the sports, media and entertainment sector, as well as trade mark registrations and prosecutions.

RELATED SERVICES

- Intellectual Property and Technology

RELATED SECTORS

- Media, Sport and Entertainment

EXPERIENCE

- Acting for a sports rights holder in relation to successful applications for court orders requiring ISPs to block customers' access to servers streaming infringing content.
- Representing a sports governing body in arbitration proceedings relating to a challenge to a disciplinary sanction.
- Providing multi-jurisdictional advice for a sports governing body as to possible causes of action against online platforms reselling event tickets in breach of the ticketing terms and conditions.
- Assisting in investigations into regulatory breaches of a sports governing body's Rules, and preparing subsequent investigatory reports summarising findings and suggesting appropriate sanctions.
- Handling copyright litigation claims for a number of sports rights holders.
- Acting for a broadcaster in an international arbitration relating to sports rights.

CREDENTIALS

INSIGHTS

Publications

Impact of COVID-19 on the sports sector

15 April 2020

Sporting events around the world are being postponed or cancelled by governing bodies in a bid to prevent the spread of coronavirus. A range of sports have taken action, with the Football Association suspending the 2019-2020 professional football season, UEFA delaying Euro 2020 until the summer of 2021 and Formula 1 postponing a number of races with a view to announcing new race dates later on in the 2020 season.

- BASL and LawinSport - Sports Law Yearbook 2017 and 2018 - Chapter 6.3 - Copyright Protection and Enforcement
- Leading Internet Case Law - Football Association Premier League Limited v British Telecommunications Plc and Ors

NEWS

DLA Piper advises Jaja Finance on its £530m acquisition of Bank of Ireland's UK credit card business

12 July 2019

DLA Piper has advised digital finance company Jaja Finance Limited (Jaja) on the acquisition of Bank of Ireland's (The Bank) UK credit card portfolio.
