



## Media, urheilu ja viihde

DLA Piper on noussut suosituksi median, urheilun ja viihteen parissa toimivien asiakkaiden keskuudessa, jotka vaativat huippuluokan edustamista ja odottavat ensiluokkaista asiakaspalvelua. Ymmärrämme, miten media-, urheilu- ja viihdealat toimivat. Olemme kokeneita ja luotettuja neuvonantajia, ja tarjoamme palvelujamme kaikilla tärkeillä lainkäyttöalueilla. Asiakkaamme hyötyvät syvällisestä toimialatuntemuksestamme ja kokemuksestamme sekä luovasta, ratkaisukeskeisestä ja reagoivasta lähestymistavastamme.

Meillä on markkinoiden johtava kansainvälinen tiimi media-, urheilu- ja viihdealan lakimiehiä Amerikassa, Aasian ja Tyynenmeren alueella, Euroopassa ja Lähi-idässä. Tarjoamme maailmanlaajuisen liikejuridiikan asianajotoimiston osaamisen sekä kokeneen verkoston, joka ulottuu ympäri maailman.

DLA Piper on kärkijoukoissa antamassa media-, urheilu- ja viihdealan toimijoille rahoitukseen, lainaamiseen, investointi- ja yritysasioihin, tuotantoihin ja oikeuksien ostamiseen, mediaoikeuksien hyödyntämiseen, live-urheilutapahtumien ja muiden tapahtumien järjestämiseen ja hyödyntämiseen, immateriaalioikeuksien suojaamiseen ja täytäntöönpanoon, sääntely- ja hallintoasioihin, kartelli- ja kilpailulainsäädäntöön, stadionien ja areenoiden rakentamiseen sekä riita-asoiden ratkaisemiseen liittyvää neuvontaa.

Tarjoamme neuvontaa liigoille, seuroille, franchise-omistajille, mediatoimijoille, mainostajille, kansainvälisille ja kansallisille hallintotahoille, oikeuksien haltijoille, toimistoille ja promootoreille, studioille, jakelijoille, tapahtumajärjestäjille, sponsoreille, sijoittajille, pankeille ja muille johtaville yrityksille ja yksityishenkilöille.

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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- Rahoitus
- IP ja teknologia
- Riidanratkaisu
- Kiinteistöt

- 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

#### Social media's impact on the life sciences industry

8 November 2021

#### AT THE INTERSECTION OF SCIENCE AND LAW

Chris Campbell and Jody Rhodes are joined by Sarah Heineman, Senior Assistant General Counsel at Bayer, to discuss how social media affects the public's view of medicine and science.

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#### Brands and influencers in the spotlight as FTC focuses on civil penalties for deceptive advertising

4 November 2021

The FTC again sends the message that it is closely monitoring advertising on social media and will act to stop practices it views as deceptive and unfair.

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#### An interview with Aldersgate Funding

11 October 2021

In this podcast, DLA Piper partner Henry Quinlan interviews Jim Holding and Matthew Lo at Aldersgate Funding Limited, who shed some light on the advantages of litigation and arbitration funding; the types of claims eligible for funding; the process of funding a case; and the jurisdictional constraints on this type of financing.

DLA Piper · Aldersgate Funding on how litigation funding can help your business

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#### Is the state lottery the new online casino?

September 2021

A turf war may be smoldering between state lotteries and the private-sector casino industry.

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## **New workplace sexual harassment laws passed – (some) Respect@Work recommendations become law**

8 September 2021

After months of anticipation, the Australian Federal Government's Sex Discrimination and Fair Work (Respect at Work) Amendment Act 2021 has now passed both houses of Parliament. The amendment contains important reforms to address workplace sexual harassment.

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## **Canada legalises single event sports betting, and Ontario is all in**

16 August 2021

Global gaming revenue is expected to reach US\$525 billion by 2023. Online gaming and betting activities represent a significant portion of this revenue at an estimated market size of \$66.72 billion USD in 2020. Canadians have shown an incredible appetite for iGaming, despite the fact that regulatory roadblocks to private businesses looking to enter the iGaming industry in Canada leave Canadians with limited options.

This article discusses Bill C-218, *An Act to amend the Criminal Code (sports betting)*, which will come into force on August 27, 2021. While C-218 signals the legalisation of single sports betting in Canada is a significant step towards the liberalization of Canada's legal framework applicable to gaming, its impact on private businesses may be limited until provinces and the federal government solidify and clarify their approach to iGaming.

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## **Green -v- Betfred – online gaming platform unable to rely on exclusion of liability clauses to avoid pay-out to winning customer**

2 August 2021

The growth of online gaming in England means that gamblers are now more likely to be found at computer screens than casino tables. This was illustrated by the case of *Andrew Green v Petfre (Gibraltar) Limited t/a Betfred* [2021] EWHC 842 (QB).

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## **Personal liability of a director and liability of an agent – the cautionary tale of Tattersalls Limited v McMahon**

21 July 2021

Bloodstock auction sales are a common means of selling thoroughbred horses. It was such an auction that gave rise to proceedings in *Tattersalls Limited v McMahon* [2021] EWHC 1629 (QB). The case is an important one for any agent in the sports arena and beyond - read our full analysis of the case and recommendations.

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## **Global M&A Intelligence Report 2021**

23 June 2021

Our annual Global M&A Intelligence Report is based on an analysis of key deal terms in over 3,200 private M&A transactions on which we advised since 2015.

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## **Episode 15: Comprehensive New E-Commerce Rules Introduced**

23 March 2021

## [NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

Operators of e-commerce platforms, websites and apps in China, and those using third party e-commerce, social media or livestreaming platforms to sell their products and services in China, must update their operations, services and systems in advance of wide-ranging new rules.

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

26 July 2021

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 identify potential issues and solutions.

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### **Blockchain and Digital Assets News and Trends**

25 February 2021

## [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Canada's AML regime amendments: is your interactive entertainment service or platform operating a "money service business"?

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### **Gems, coins, bells and bottle caps: Canadian AML regime amendments affect some video game and social media virtual currencies**

25 February 2021

Providers of video games and online entertainment that offer virtual currency as part of game play may be "money service businesses" under Canada's anti-money laundering rules.

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### **Corruption Perceptions Index 2020 - a regional perspective**

11 February 2021

Last week Transparency International launched the 2020 edition of its Corruption Perceptions Index (CPI), which ranks 180 countries and territories by their perceived levels of public sector corruption, according to experts and business people, using a scale of zero to 100 (100 being very clean and zero being highly corrupt).

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### **Mark it: A look back at 2020 trademark, copyright and media news**

6 January 2021

Some of our most popular guidance.

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### **Boardroom Brexit: What the deal means for business**

31 December 2020

## [BOARDROOM BREXIT](#)

Welcome to this last edition of Boardroom Brexit, marking the end of the negotiations and the agreement of a new trade deal, the UK-EU Trade and Cooperation Agreement (TCA). In this edition, we summarise the impact of the deal on all aspects of business operations in one place – please use the hyperlinks below to help you navigate the report.

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## **Boardroom Brexit: What the deal means for intellectual property**

31 December 2020

### **BOARDROOM BREXIT**

The TCA is not radical in terms of its immediate impact on holders of IP rights in the UK or the EU. It does not, for example, affect the post-2020 status of EU trade marks in the UK.

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## **Boardroom Brexit: What the deal means for trade in services**

31 December 2020

### **BOARDROOM BREXIT**

The TCA has substantial sectoral coverage, including professional and business services (e.g. legal, auditing, architectural services), delivery and telecommunication services, computer-related and digital services, financial services, research and development services, most transport services and environmental services.

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## **Inventions behind the music: From Eddie Van Halen to Michael Jackson and beyond**

22 December 2020

Music innovation offers fertile ground for patent protection.

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## **New York's enhanced anti-SLAPP laws take effect, adding protections and remedies to deter speech-chilling litigation**

19 November 2020

This development is expected to have an immediate impact on New York litigation, particularly in the defense of libel claims.

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## **State of Play: What's next for the billion-dollar esports industry**

21 October 2020

Tom Ara speaks with Mike Sepso, co-founder and CEO of Vindex, and Sarah Needleman, reporter for the *Wall Street Journal*, about the history and evolution of esports and ways the pandemic has affected the industry.

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## **China Enforces Tax Collection on Employees Working for Chinese-invested Enterprises Overseas**

16 October 2020

With the recent IIT reform in 2019, and the introduction of a number of implementation rules (particularly the tax policy on overseas income), it appears the China tax authorities are taking a harder stance on how overseas income derived by China tax residents will be taxed in China, starting with Chinese expatriates working for Chinese state-owned enterprises.

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## **COVID-19 – Galvanising your business against supply chain and customer insolvency risk**

7 October 2020

The risk of unforeseen counterparty customer or supplier financial distress and failure amidst the on-going challenges for businesses from COVID-19 means that pre-emptive legal and operational protections against the risk of heavy financial loss or business disruption from customer/supplier failure are more valuable than ever.

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## **Mass layoffs and collective redundancies guide**

6 October 2020

As COVID-19 continues to impact the global economy in unprecedented ways, companies that have had to scale back or shut down operations are bracing for what the next few months will bring, and what this means for their workforces. In this guide, we examine key considerations for employers looking to make permanent reductions in force across APAC.

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## **COVID-19: DLA Piper's global industry guide to resuming production post-pandemic**

5 October 2020

Now that many countries are slowly beginning to experience COVID-19 lockdown restrictions easing and a push to restart industries, we have compiled this comprehensive report on the key considerations for resuming film and TV productions across 15 jurisdictions.

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## **Sports betting and the protections of "enhanced" sports data in the US**

30 September 2020

A supply of reliable, available data is the fuel needed for sportsbooks to create and compile odds, bet types, and risk management products.

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## **Changes to California's AB 5 independent contractor law create new opportunities and risks**

16 September 2020

These changes create additional opportunities for individuals, especially those involved in translation/interpretation and the music industry, to remain independent contractors.

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## **Details of the second tranche of Hong Kong's Employment Support Scheme released**

24 August 2020

On 18 August 2020 the Hong Kong government announced details surrounding the second tranche of the Employment Support Scheme. While the majority of the rules surrounding the second tranche remain largely the same as the first tranche, there are new penalties for employers who have fallen foul of a number of nebulous terms.

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## **Safeguarding children in the virtual world of esports – lessons to be learnt from the real world**

11 August 2020

[PATCH NOTES: DLA PIPER GUIDE TO ESPORTS STATE OF PLAY IN 2020](#)

The challenge of protecting the rights of young people facing the esports industry is not unique. Traditional sports industries have been learning how to balance the nurturing of talent with the protection of young people for many years. In this article we explore the lessons that can be learnt from traditional sports in the growth of esports.

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### **Release of exposure draft legislation for major reforms to Australia's Foreign Investment Framework**

10 August 2020

Many governments around the world have been strengthening their laws relating to foreign investment. Australia is no exception to this development and has just released proposed sweeping reforms to its foreign investment regime. In this article, we provide a high level overview of the key proposed amendments and our thoughts on how some of those proposals are likely to affect foreign investment into Australia.

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### **Vlog series: How to raise equity capital during the Coronavirus pandemic (UK)**

4 August 2020

The first half of 2020 has seen an unprecedented volume of activity by companies raising capital through follow-on equity offerings on the London Stock Exchange in response to the Coronavirus pandemic. There have been over 140 equity issues on the London Stock Exchange's main market or AIM since 20 March 2020 raising more than GBP14 billion.

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### **Online platform immunity under Section 230 teed up for FCC**

31 July 2020

The NTIA petition invites the FCC to enter into uncharted territory.

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### **Minors in pro esports bring 3 critical legal considerations**

28 July 2020

What legal issues arise when the stars are children?

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### **Amid spike in positive cases, Puerto Rico tightens restrictions for businesses and tourism**

21 July 2020

The restrictions impact certain businesses, particularly in the food and beverage, entertainment and tourism industries.

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### **Hong Kong Government increases statutory entitlement for maternity leave**

16 July 2020

On 10 October 2018, the Chief Executive stated in her policy address that the government proposed to increase the statutory maternity leave entitlement from ten to 14 weeks.

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### **New Dutch Franchise Act poses challenges for franchisors**

1 July 2020  
**FRANCAST**

The legislation offers a number of protections to franchisees, which will be problematic for foreign franchisors who transact with well-established Dutch franchisees. The law will take effect on January 1, 2021, although it provides a two-year transition period for existing agreements.

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### **Changes to Hong Kong anti-discrimination legislation**

30 June 2020  
Anti-discrimination laws in Hong Kong have undergone a series of changes over the past few years.

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### ***US v. Napout*: Second Circuit affirms convictions in FIFA foreign corruption case**

24 June 2020  
A timely reminder that the risk of investigation and prosecution for foreign commercial bribery is very real and that the FCPA is not the only game in town.

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### **Puerto Rico lockdown lifted; most businesses and tourism reopen**

18 June 2020  
The tourism, recreation and entertainment industries will resume operations progressively.

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### **Australia tightens rules on foreign investment**

17 June 2020  
In this article we summarise the tax-related developments from early June 2020, as Australia takes a more stringent approach towards compliance procedures involving foreign investments.

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### **Social media influencers beware: Street art is protected by copyright**

11 June 2020  
Michael Garfinkel discusses the legal implications of a new sub-economy.

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### **Influencers and esports**

9 June 2020  
**PATCH NOTES: DLA PIPER GUIDE TO ESPORTS STATE OF PLAY IN 2020**

Esports have been widely reported as a beneficiary of the restrictions flowing from the COVID-19 pandemic as other competitive sports were placed in lockdown. This article explores the commercial background to the European esports sector and how far the last few months will have a lasting impact.

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## A new reality: COVID-19's effect on the entertainment industry

8 June 2020

DLA Piper's Tom Ara, co-chair of the firm's Entertainment Finance and Transactions Practice, speaks with prominent Hollywood film and television producer David Broome.

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## The rules of the game

4 June 2020

### [PATCH NOTES: DLA PIPER GUIDE TO ESPORTS STATE OF PLAY IN 2020](#)

As we look to the future of sport, our global MSE team consider a variety of the issues impacting on esports and their development. In this report we consider some of the concerns regarding the regulation of esports and the lessons which organisers, participants and administrators need to learn as the industry continues its meteoric rise.

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## President Trump's online platform Executive Order: Practical implications

3 June 2020

It is too early to tell if the EO initiatives will move forward or if instead their pendency operates as a sword of Damocles for large social media platforms.

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## Coronavirus: Changes to rules governing meetings and the execution of company documents (Australia)

7 May 2020

Certain requirements in the *Corporations Act 2001* (Cth) (**Corporations Act**) relating to shareholders meetings, and document signatures, are not compatible with public health requirements for social distancing during the coronavirus pandemic. In order to facilitate these important corporate functions during this period, on May 6, 2020 the Australian Federal Government introduced the Corporations (Coronavirus Economic Response) Determination (No. 1) 2020.

This determination modifies the legislative requirements regarding meetings and execution of company documents. These changes come into force on 6 May 2020, and will expire after six months, on 5 November 2020.

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## COVID-19: New York and Other Northeast Council states take phased approach to reopening economy

6 May 2020

These developments raise a number of immediate questions and considerations for businesses operating in the region.

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## Coronavirus: Directors' duties and making decisions in a crisis (Australia)

4 May 2020

Directors need to carefully consider the risks of the COVID-19 outbreak within their business, given its impact on the global economy. As many now face significant, and increasing, cash flow pressure, directors should carefully consider their actions in the context of the legal framework.

In this new guide we have set out the practical steps directors should be taking to protect their company and its business going forwards.

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### **Coronavirus: Reopening businesses – compliance risks**

24 April 2020

Companies looking to reopen are urged to do so in compliance with varying, changing government restrictions to avoid longer term liabilities that could potentially outweigh short term gains

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### **Adapting to a new consumer market**

15 April 2020

As consumer-facing businesses consider changes in their business models, avoiding legal pitfalls in some key areas is necessary for a successful transition.

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### **COVID-19: New York State provides new guidance on essential businesses**

13 April 2020

The Guidelines raise a number of immediate questions and considerations for New York businesses.

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### **Contract analysis in a crisis: flowcharts**

7 April 2020

Flowcharts providing considerations for analyzing commercial contracts in the context of the COVID-19 pandemic through a logical process flow that can serve as a practical checklist.

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### **Cost-cutting considerations in the time of COVID-19 (Part 3 – employment issues outside the US)**

7 April 2020

A deeper dive into various cost-saving measures and their viability for employers outside the US.

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### **COVID-19 and the "essential business" designation: Practical guidance for businesses that fall in the gray area between "essential" and "non-essential"**

6 April 2020

Certain frequently asked questions as well as practical guidance.

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### **Beyond social distancing: What employers need to know to keep their workplaces safe and manage privacy obligations in the face of COVID-19**

2 April 2020

Guidance from OSHA, EEO and CDC to help employers seeking to protect the health, safety and privacy of their on-site employees.

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### **Coronavirus: Cybersecurity considerations for your newly remote workforce (United States)**

31 March 2020

Cyber risk management involves balancing the productivity of a workforce with ensuring confidentiality, integrity and availability of the company's own systems and data, as well as that of their supply chain.

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### **Coronavirus: DHS Response to COVID-19 - What US Employers Need to Know**

29 March 2020

Key questions and answers related to the new DHS guidance.

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### **Coronavirus: Competition and regulatory measures in Ireland**

25 March 2020

#### **ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD**

An unprecedented challenge calls for unprecedented measures. The competition and regulatory world has reacted rapidly to the challenge of COVID-19 with bold legal solutions. We discuss how EU and Irish regulators are responding with support for business, exploring the relaxation of competition laws and adopting temporary measures for merger review.

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### **Coronavirus: Cyber hygiene practices**

25 March 2020

While the world is responding to the coronavirus disease 2019 (COVID-19), and individuals are increasingly focused on personal hygiene and social distancing, augmenting cyber hygiene efforts at home and at work are increasing in importance too.

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### **Coronavirus: Employee furloughs, reductions-in-force and similar temporary cost-saving measures (Part 2 – Employment issues outside the US)**

25 March 2020

A general overview of key employment issues to consider outside of the US in light of COVID-19.

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### **Coronavirus: Employee furloughs, reductions-in-force and similar temporary cost-saving measures in the US - Part 1**

25 March 2020

Key employment-related issues for US-based employers in relation to cost-saving measures due to COVID-19.

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### **Coronavirus: Several state and local governments issue “shelter in place” orders (United States)**

23 March 2020

Between March 17 and 22, state and local governments have promulgated at least a dozen “Stay-at-Home” / “Shelter-at-Home”-type Orders. This alert provides details on a number of state and local government orders.

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### **Coronavirus disease (COVID-19): Business interruptions and resulting effects in the global economy (Global)**

16 March 2020

While the overall scope and duration of the economic impacts are difficult to forecast, there will undoubtedly be a significant increase in workouts, restructurings, rescue financings, forbearances, and other similar activities over the coming months.

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### **An update on the impact of the coronavirus on business in Singapore**

12 February 2020

Due to the evolving 2019- nCoV acute respiratory disease (the COVID-19) situation, the Ministry of Health (the MOH) and the Ministry of Manpower (the MOM) have, since January 2020, issued advisories which employers will need to be aware of. In particular, the MOH and MOM have, since our last update on February 12 2020, updated and issued new advisories due to the increased risk of importation of COVID-19 into Singapore.

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### **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 (China)**

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 (AsiaPac)**

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 (China)**

28 January 2020

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

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### **Iran nuclear deal: the launch of the 'Dispute Resolution Mechanism' and the 'potential snapback' of UN and EU sanctions**

17 January 2020

This week, France, Germany and Britain have triggered the Dispute Resolution Mechanism against Iran under the Joint Comprehensive Plan of Action (JCPOA). Will this process lead to the re-imposition of UN and EU sanctions on Iran?

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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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### **Supreme Court Corner: Q4 2015**

2 DEC 2015

A recent fair use decision, plus three significant cases to watch

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## **Penn State Ninth Interim Report**

5 DEC 2014

This is the ninth quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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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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## **Penn State Third Annual Report**

21 SEP 2015

This is the third annual report of the Independent Athletics Integrity Monitor – Charles P. Scheeler - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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## **Penn State Eleventh Interim Report**

29 MAY 2015

This is the eleventh quarterly report of the Independent Athletics Integrity Monitor - Charles Scheeler - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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## **Penn State Tenth Interim Report**

27 FEB 2015

This is the tenth quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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## **Penn State Second Annual Report**

8 SEP 2014

This is the second annual report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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## **Penn State Seventh Interim Report**

30 MAY 2014

This is the seventh quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten

Conference.

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### **Penn State Sixth Interim Report**

28 FEB 2014

This is the sixth quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **FTC updates Q&A on Endorsement Guides – changes affect all types of media and endorsement: 5 takeaways**

3 JUN 2015

The Endorsement Guides apply equally to all types of media and forms of endorsement

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### **Law à la Mode**

1 MAY 2012

[LAW À LA MODE](#)

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### **Law à la Mode**

1 DEC 2011

[LAW À LA MODE](#)

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### **UK: The real risk of cyber attack**

1 AUG 2011

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## **EVENTS**

### **Previous**

#### **American Film Market's panel, "The Future of Production"**

1 November 2021 | 5:00 pm - 6:30 pm PT

Webinar

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#### **Entertainment Partners explores the future of production**

1 November 2021

Webinar

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## Embracing Digital Evolution

15 September 2021

Webinar

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## The intersection of private equity and sport

5 March 2021 | 10:00 AM - 11:30 AM EST

Webinar

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## The changing business and legal landscape: Key considerations for companies in 2021

5 March 2021 | 1:00 – 2:30 ET

Webinar

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## Media and sport: Anti-piracy, esports and gambling

3 December 2020

[MEDIA & SPORT SUMMIT 2020](#)

Webinar

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## Media: Social media and music

1 December 2020

[MEDIA & SPORT SUMMIT 2020](#)

Webinar

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## EDPB recommendations for safeguarding data transfers after Schrems II

19 November 2020

Webinar

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## Planning for an Uncertain World

16 November 2020

[TECHLAW EVENT SERIES](#)

Webinar

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## Sport: Sport and sports finance

12 November 2020



## [MEDIA & SPORT SUMMIT 2020](#)

Webinar

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### **Media: OTT and film**

10 November 2020

## [MEDIA & SPORT SUMMIT 2020](#)

Webinar

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### **TechLaw**

31 July 2020

## [TECHLAW EVENT SERIES](#)

Webinar

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### **Global return to work in the media industry**

11 June 2020

Webinar

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### **Webinar: Impact of COVID-19 on the sports sector - Update**

30 April 2020

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### **Webinar: Impact of coronavirus COVID-19 on the sports sector**

18 March 2020

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### **TechLaw**

5 March 2020

## [TECHLAW EVENT SERIES](#)

Sydney

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### **TechLaw**

3 March 2020

## [TECHLAW EVENT SERIES](#)

Melbourne

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### **DLA Piper partners Peter White, Mark Whitaker and Richard Rubano named to *Sports Business Journal's* Power Players: Outside Counsel list**

26 October 2021

DLA Piper is pleased to announce that Peter White, global co-chair of the firm's Media, Sport and Entertainment sector, partner Mark Whitaker and partner Richard Rubano have been named to *Sports Business Journal's* Power Players: Outside Counsel list, which recognizes the firms and lawyers handling the most notable sports business transactions.

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### **DLA Piper advises Dundee Partners in its US\$1.1 billion acquisition, with KKR, of Kobalt Capital's Fund II music rights portfolio**

19 October 2021

DLA Piper represented Dundee Partners, the investment office of the Hendel family, in its acquisition, together in a joint venture with global investment firm KKR, of the KMR Music Royalties II portfolio from Kobalt Capital Limited for approximately US\$1.1 billion.

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### **DLA Piper advises HarbourView Equity Partners in its launch and strategic relationship with Apollo Global Management**

8 October 2021

DLA Piper represented HarbourView Equity Partners, a global alternative asset manager focused on investment opportunities in the media and entertainment space, in its recent launch and the establishment of a strategic relationship with Apollo Global Management, Inc. (NYSE: APO) (together with its consolidated subsidiaries, "Apollo"), a global alternative investment management firm. Apollo clients and funds will serve as lead investors in HarbourView.

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### **DLA Piper represents TikTok in launch of its first ever NFT collection**

1 October 2021

DLA Piper is pleased to announce its representation of TikTok in the launch of the video platform's first ever non-fungible token (NFT) collection.

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### **DLA Piper advises Ares Management Corporation and Goldman Sachs in recapitalization of Inter Miami CF**

29 September 2021

DLA Piper represented funds managed by the Credit Group of Ares Management Corporation in a US\$150 million preferred equity investment in Inter Miami CF. DLA Piper also represented Goldman Sachs as agent, and the other lenders in a US\$150 million senior loan to Inter Miami CF. Both transactions closed simultaneously.

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### **Mike Peacock named to Emerging Leaders of Gaming 40 Under 40 list**

23 September 2021

DLA Piper is pleased to announce that Mike Peacock, an associate in the firm's Intellectual Property and Technology practice, has been named by Emerging Leaders of Gaming and *Global Gaming Business* magazine as a member of the Emerging Leaders of Gaming 40 Under 40 Class of 2022. The list recognizes young professionals making significant impacts in the casino gaming industry.

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### **DLA Piper advises Parsec in its US\$320 million sale to Unity**

12 August 2021

DLA Piper is representing Parsec in its sale to Unity (NYSE: U) for US\$320 million.

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### **DLA Piper advises Smilegate in US\$100 million investment in That's No Moon Entertainment**

3 August 2021

DLA Piper represented Smilegate Entertainment in its recent US\$100 million dollar strategic investment in That's No Moon Entertainment.

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### **DLA Piper team wins preliminary injunction blocking Florida's social media "deplatforming" law**

1 July 2021

DLA Piper obtained a preliminary injunction yesterday blocking enforcement of Florida's social media "deplatforming" law.

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### **DLA Piper advises Ted Segal in acquisition of majority stake in Houston Dynamo FC and Houston Dash**

25 June 2021

DLA Piper represented Ted Segal in the acquisition of a majority ownership stake in Major League Soccer's Houston Dynamo and the Houston Dash of the National Women's Soccer League.

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### **DLA Piper lawyers and practices ranked in latest edition of *The Legal 500***

17 June 2021

DLA Piper announced today that the firm received 42 individual lawyer rankings and 49 firm rankings in *The Legal 500 United States* 2021 guide.

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### **DLA Piper partner Raymond Williams named a Distinguished Leader by the *Legal Intelligencer***

22 June 2021

DLA Piper is pleased to announce that Raymond Williams has been named to the *Legal Intelligencer's* 2021 list of Distinguished Leaders.

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### **DLA Piper lawyers and practices ranked in latest Chambers edition**

1 June 2021

DLA Piper today announced that the firm received 216 lawyer rankings and 94 firm rankings in *Chambers USA's* 2021 guide.

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### **Tom Ara and Benjamin Mulcahy named to *The Hollywood Reporter's* 2021 Power Lawyers list**

27 May 2021

DLA Piper is pleased to announce that Tom Ara and Benjamin Mulcahy have been named to *The Hollywood Reporter's* 2021 Power Lawyers list highlighting the 100 top attorneys in Hollywood.

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### **DLA Piper advises Centroid Investment Partners in its agreement to acquire TaylorMade Golf Company**

11 May 2021

DLA Piper represented Seoul-based private equity firm Centroid Investment Partners in its agreement to acquire TaylorMade Golf Company, Inc.

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### **DLA Piper advises Synergy Sports in its sale to Sportradar**

11 May 2021

DLA Piper represented Synergy Sports in its sale to Sportradar.

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### **DLA Piper partners and firm COO named to *Law360* 2021 Editorial Advisory Boards**

10 May 2021

DLA Piper is pleased to announce that 11 of its lawyers, as well as firm COO Bob Bratt, have been named to *Law360's* 2021 Editorial Advisory Boards.

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### **Angela Agrusa named to the *Los Angeles Business Journal's* 2021 Women of Influence list**

28 April 2021

DLA Piper is pleased to announce that Angela Agrusa was named to the *Los Angeles Business Journal's* 2021 Women of Influence: Attorneys list honoring Los Angeles's most influential women attorneys.

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### **DLA Piper advises Concord in acquisition of Downtown's copyright portfolio**

27 April 2021

DLA Piper represented Concord, a leading independent music company, in connection with the acquisition by a Concord affiliate of Downtown's iconic portfolio of 145,000 owned and co-published music copyrights.

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### **Seven DLA Piper lawyers named to *Variety's* 2021 Legal Impact Report**

9 April 2021

DLA Piper is pleased to announce that seven of its lawyers have named to *Variety's* 2021 Legal Impact Report highlighting the top attorneys in the entertainment business.

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### **Scott Bradford named to *Billboard's* 2021 Top Music Lawyers list**

6 April 2021

DLA Piper is pleased to announce that Scott Bradford was named to *Billboard's* 2021 Top Music Lawyers list.

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## **DLA Piper advises Northland Investment Corporation and Larry Gottesdiener in acquisition of the Atlanta Dream**

18 March 2021

DLA Piper represented Northland Investment Corporation and Larry Gottesdiener in the acquisition of the Atlanta Dream, a WNBA franchise, from former US Senator Kelly Loeffler and Mary Brock.

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## **DLA Piper advises ZASH in its acquisition of Lomotif**

23 February 2021

DLA Piper represented ZASH Global Media and Entertainment Corporation in its acquisition of Lomotif Private Limited.

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## **DLA Piper advises investor Ira Lubert in agreement with Bally's Corporation to construct and manage Pennsylvania casino**

5 January 2021

DLA Piper represented private equity investor Ira Lubert in a US\$120 million agreement with Bally's Corporation to jointly design, develop, construct and manage a Category 4 licensed casino in Pennsylvania.

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## **DLA Piper represents Dr. Seuss Enterprises in precedential Ninth Circuit copyright appeal**

4 January 2021

DLA Piper represented Dr. Seuss Enterprises, L.P. (DSE), the owner of rights to the books and characters of Theodore Geisel (better known as Dr. Seuss), in a successful copyright appeal before the Ninth Circuit Court of Appeals.

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## **Eight DLA Piper attorneys named to *Variety's* 2020 Dealmakers Impact Report**

10 December 2020

The recently released *Variety* Dealmakers Impact Report recognizes eight DLA Piper attorneys for their successful contributions to entertainment deal making in 2020: Tom Ara, Afshin Beyzaee, Scott Bradford, Katherine Imp, David Markman, Ben Mulcahy, Robert Sherman and Alex Steinberg.

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## **DLA Piper receives Distressed M&A Deal of the Year Award from *The M&A Advisor* for Open Road Films transaction**

10 November 2020

DLA Piper is pleased to announce that the firm received a Distressed M&A Deal of the Year award from *The M&A Advisor* in recognition of its representation of Raven Capital Management in its US\$87.5 million acquisition of certain assets of Academy Award®-winning Hollywood studio Open Road Films.

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## **DLA Piper advises Vivendi Group and Gameloft in acquisition of The Other Guys**

19 October 2020

DLA Piper represented Vivendi Group and Gameloft S.E. in the acquisition of The Other Guys.

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### **Peter White named to the *National Law Journal's* 2020 list of Sports & Entertainment Trailblazers**

1 October 2020

DLA Piper is pleased to announce that Peter White has been named to the *National Law Journal's* 2020 list of Sports & Entertainment Trailblazers.

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### **DLA Piper advises Grupo Sports World in refinancing with HSBC, Banco Santander and Arrendadora Actinver**

17 September 2020

DLA Piper represented Grupo Sports World S.A.B. de C.V. in the refinancing of its debt before HSBC, Banco Santander and Arrendadora Actinver.

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### **DLA Piper advises APA in investment from Ron Burkle's Yucaipa Companies**

9 September 2020

DLA Piper represented Beverly Hills-based talent agency APA in a major non-equity financial investment from The Yucaipa Companies firm.

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### **DLA Piper advises Concord in closing of US\$1 billion in debt financing**

18 August 2020

DLA Piper represented Concord in a US\$600 million term loan B debt offering and US\$450 million revolving credit facility, providing the company with access to over US\$1 billion of total debt financing in one of the largest music industry financings in recent times.

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### **DLA Piper advises AS Roma in its sale to The Friedkin Group for €591 million**

17 August 2020

DLA Piper represented AS Roma SPV, LLC, the majority shareholder of Italian soccer club AS Roma, in the sale of its controlling interest in the team and certain related assets to The Friedkin Group, Inc., in a transaction valued at €591 million.

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### **DLA Piper wins landmark broadcasting dispute at the Federal Administrative Court for SAT.1**

21 July 2020

DLA Piper has obtained two landmark decisions on central broadcasting law issues for ProSiebenSat.1 TV Deutschland GmbH and Sat.1 SatellitenFernsehen GmbH in a dispute with the state media authorities of Rhineland-Palatinate (LMK) and of Hesse (LPR) at the Federal Administrative Court (BVerwG).

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### **John Gibson joins DLA Piper's Litigation and Regulatory practice in Los Angeles**

14 July 2020

DLA Piper announced that John Gibson has joined the firm's Litigation and Regulatory practice as a partner in Los Angeles.

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## **DLA Piper advises Stillfront Group in US\$128.4 million Rule 144A offering**

8 July 2020

DLA Piper represented Stillfront Group in the sale of 1,558,441 shares for aggregate gross proceeds of US\$128.4 million in its Rule 144A offering in the US and concurrent offering outside the US to qualified investors.

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## **DLA Piper advises MessageGears in US\$12 million financing**

10 June 2020

DLA Piper represented MessageGears in its recent US\$12 million growth financing led by Argentum and Bridge Bank.

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## **DLA Piper advises Stillfront Group in acquisition of Candywriter**

22 May 2020

DLA Piper represented Stillfront Group in its acquisition of Candywriter, LLC, a mobile game developer and publisher, for US\$74.4 million.

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## **DLA Piper lawyers and practices ranked in latest Chambers edition**

8 May 2020

DLA Piper today announced that the firm received 172 lawyer rankings and 71 practice rankings in *Chambers USA's* 2020 guide.

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## **DLA Piper announces partnership promotions for 2020**

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

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## **DLA Piper lawyers named Acritas Stars**

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

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## **DLA Piper advises Talespin in US\$15 million Series B financing**

9 March 2020

DLA Piper advised Talespin in a US\$15 million Series B funding round led by cloud-based learning software provider Cornerstone

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OnDemand.

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### **DLA Piper advises Stillfront Group in acquisition of Storm8**

2 March 2020

DLA Piper represented Stillfront Group in its acquisition of California mobile gaming studio Storm8 for up to US\$400 million.

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### **DLA Piper advises ABS Capital Partners in Series C financing of SquadLocker**

26 February 2020

DLA Piper represented ABS Capital Partners in its investment in SquadLocker, a leading provider of online tools and services for teams and organizations to manage custom apparel and equipment purchasing.

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### **DLA Piper client Vindex Studios announces IMAX Theatres partnership**

8 January 2020

DLA Piper represented Vindex in a partnership agreement with entertainment technology leader IMAX aimed at creating esports events and experiences exclusively for IMAX® theatres worldwide.

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### **DLA Piper to receive Deal of the Year award from *The M&A Advisor* for its representation of Raven Capital Management in the acquisition of Open Road Films**

2 January 2020

DLA Piper is pleased to announce that the firm will receive a Distressed M&A Deal of the Year award from *The M&A Advisor* for its representation of Raven Capital Management in the acquisition of Open Road Films' library of feature films.

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### **Tom Ara named to *Variety's* 2019 Dealmakers Impact Report**

5 December 2019

DLA Piper is pleased to announce that Tom Ara, co-chair of the Entertainment Transactions and Finance practices, has been selected for the 12th annual *Variety* Dealmaker Impact Report which names the "top mavens" who are behind the biggest pacts in the world of showbiz.

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## **Sustainability and ESG**

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The global Media, Sport and Entertainment (MSE) sector faces a broad spectrum of sustainability and environmental, social, and corporate governance (ESG) challenges. Key sustainability issues across the sector include data privacy, diversity and inclusion, equality, anti-discrimination, competition, and fraud and corruption. Social and governance issues are particularly prevalent in the sector, although, increasingly, attention is turning to environmental issues, such as high energy use, waste, and climate change concerns.

Having advised a range of MSE clients, among them the world's largest football league, top-tier professional sports franchises, leading



global media outlets, premier advertising agencies and major Hollywood studios, we understand the sector is complex and multi-faceted, operating across multiple jurisdictions and responding to an array of different stakeholders. We have seen that businesses that respond to sustainability issues in a reactive, siloed manner may risk their market position, profit, access to capital and brand value.

We take a holistic approach to these complexities. We begin with our extensive experience advising clients on such issues as intellectual property protection, finance, corporate governance, regulatory compliance, media rights, antitrust and competition law, and disputes and crisis management. Our team combines this in-depth legal experience across the MSE sector with wider experience on cross-cutting ESG issues to offer our clients integrated, comprehensive advice whatever their circumstances – whether developing a sustainability strategy or managing disputes and crises.

Leaders in the transition to a sustainable future face not only risks and challenges but ample opportunities for growth. Our team strives to work with our clients to manage the risks and harness the opportunities in this transition.

## **MEDIA, BROADCASTING AND FILM**

Media, broadcasting and film companies face systemic risks associated with customer engagement, data security and the right to privacy. Content regulation has moved beyond mere compliance; consumers have become social media activists and companies are judged for media bias, prejudice and discriminatory content. For example, film and content companies are exposed to key person risk and are highly vulnerable to social controversies which may result in program changes and cancellations. While social factors predominate, film studios and broadcasters today are also facing pressures to address environmental concerns – to limit emissions and ensure energy efficiency and to manage waste in high-budget productions.

## **PUBLISHING**

For the publishing industry, the changing nature of its relationship with the consumer in the digital era has uncovered new sustainability challenges. Companies need to respond to customer concerns, particularly on data privacy and security, as well as regulatory concerns on anti-competitive practices and content regulation. Compliance in one area is often not enough to meet stakeholder expectations: for example, social movements are raising pressure on publishers to be accountable for content.

## **ADVERTISING**

The shift to a greater emphasis on sustainability and ESG issues is particularly noticeable in the advertising sector, where brands are increasingly making claims about their products' sustainability credentials and are also giving greater precedence to ethical issues in ad placement. Given the increased importance of sustainability issues to consumers, advertising regulators are more closely focusing on such matters. This means that compliance with advertising regulation around issues such as environmental ad claims, charity partnerships, and social cause-linked marketing campaigns is more important than ever before, for both advertisers and agencies.

## **SPORTS TEAMS AND LEAGUES**

The focus in sports has largely been on the social aspects of ESG, including anti-discrimination, equality and diversity and inclusion, as well as the governance aspects, such as fraud and corruption. Sports teams and leagues that have failed to meet stakeholder expectations – for example, with respect to racial inequities and sexual harassment – have faced social and stakeholder, including sponsor, backlash. In addition, stadiums are now routinely evaluated on environmental performance, including emissions, energy efficiency and waste management.

## **INTERNATIONAL EVENTS**

International events involve a range of sustainability considerations, from regulation of emissions, energy use and waste management to supply chain management, employment rights, and jurisdictional risks in each host country. The coronavirus disease 2019 (COVID-19) pandemic, which swiftly led to the cancellation or postponement of competitions and performances on every level around the world, has shown how such large-scale events can be particularly vulnerable to social and environmental factors. Planning for events such as international sport competitions will continue to be challenging in the new normal.