



Alasdair Muller

Associate

alasdair.muller@dlapiper.com

London

T: 020 7153 7737

Alasdair's practice focuses mainly on dispute resolution in the sport sector. He regularly acts in relation to various aspects of sports rights holders' anti-piracy programs (ranging from High Court actions against individuals to applications for dynamic blocking injunctions) 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 is also a member of England Boxing's disciplinary panel.

- Intellectual Property and Technology
- Media, Sport and Entertainment

- Advising The Football Association Premier League, and Matchroom Boxing, in relation to successful applications for court orders requiring UK internet service providers to block customers' access to servers streaming infringing live content in real time. In particular, Alasdair advised the Football Association Premier League Limited in relation to the first "dynamic" blocking injunction to be granted by the English courts (Football Association Premier League Ltd v British Telecommunications plc [2017] EWHC 480 (Ch)).
- Advising a sports body in relation potential causes of action in relation to "court-siding" (a practice where individuals collect and transmit live data from sports matches without authorization).
- Advising a sports governing body in internal arbitration proceedings relating to a challenge to a disciplinary sanction imposed, which was alleged to be impermissible under the governing body's rules.
- Advising a sports governing body in relation to possible causes of action against online platforms reselling tickets for a major international event in breach of the ticketing terms and conditions.
- Advising an international sports person in relation to potential causes of action in relation to an investigation launched by his governing body without proper grounds under the sport's rules.
- Advising a sports governing body in relation to investigations into breaches of its rules, including conducting witness interviews,

preparing subsequent investigatory reports summarising relevant findings and suggesting appropriate sanctions.

- Advising a number of sports bodies in relation to a variety of contractual issues as a result of postponement or cancellation of events due to COVID-19.
- Advising The Football Association Premier League Limited in relation to various IP issues, including leading on a number of copyright infringement claims in the High Court.
- Advising a broadcaster in an international arbitration relating to the right to broadcast matches played as part of an African football league.
- Advising a Paralympic athlete in relation to a grievance dispute with their sports' governing body.

CREDENTIALS

Professional Qualifications

- Solicitor of the Senior Courts of England and Wales

Education

- University of Durham, BA (Hons)
- The College of Law, London, GDL and LPC

INSIGHTS

Publications

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.

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.

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- SportsLaw podcast: Academy players, agents and on-field discipline, 20 November 2019
 - SportsLaw podcast: Betting integrity and anti-doping: The RFU approach, 15 October 2019
 - SportLaw podcast: Rugby World Cup and players' social media, 17 September 2019

- 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 SIX Fintech Ventures on USD8 million Series A funding round for Coinfirm

27 October 2021

DLA Piper has advised SIX Fintech Ventures, the corporate venture arm of Swiss exchange operator and data vendor SIX, on the co-lead of an USD8 million Series A funding round for Coinfirm.
