



Hammonds Gambling Team

Certainty, in a world of risk.

Hammonds

HAMMONDS – THE FIRM IN BRIEF

Hammonds LLP is an international law firm with its headquarters in London and offices throughout the UK in Birmingham, Leeds and Manchester.

We also have offices in the major capitals of Europe, together with a presence in Moscow, Hong Kong and Beijing. We employ more than 1,100 staff and are ranked as one of the 100 largest law firms in the world.

We are a business focused law firm, dedicated to the service of our clients. The firm's practice is divided into four main areas:

- **Corporate and Financial Services** (including M&A, public and private equity, banking, asset based finance, insolvency and tax);
- **Commercial and Dispute Resolution** (commercial contracts, advertising and marketing services, intellectual property, sport and gambling, licensing, commercial litigation, health and safety and arbitration);
- **Human Capital** (employment law, pensions and immigration law); and
- **Built Environment** (property, construction, planning, environmental).

Hammonds has become noted as one of the leading firms in the field of gambling law. We act for some of the largest and most well known names in the sector, and have dealt with many of the most high profile developments in this complex and challenging industry.



OUR AIM

Our aim is simple – to excel in the provision of legal services to organisations involved in gambling. This requires a combination of skills and practices focusing on the key areas of interest to operators. We have marshalled a unique combination of resources to that end:

- the leading gambling regulatory lawyers in the UK;
- a leading reputation in the field of marketing services;
- specialists in new media and e-commerce;
- a top tier brand management and IP team; and
- one of the foremost sports and sponsorship practices in the UK.

In short, whether you are a major player or a start-up, we have the expertise and experience to guide your gambling business to success.

Hammonds LLP
impresses with...
*“highly specialist
legal thinking in an
evolving area of
law, combined with
guts and the
willingness to make
tough commercial
calls.”*

Chambers &
Partners, 2008

OUR APPROACH

Gambling has undergone a revolution in the last 15 years as it has become for the first time an international phenomenon. The internet has changed the rules of the game. We recognise that the world of on-line gambling is riven with legal and commercial risk. Since our clients deal daily in the world of risk, we aim to provide practical solutions and tactical counsel which takes a realistic and commercial view of legal risk and best practice. We are not afraid of taking a view. Our clients choose us because we assess risk intelligently, and discuss it plainly.

GAMBLING LAW AND REGULATION

The core of our expertise is unashamedly in the field of gambling regulation, where we are a leading practice in the UK.

Our lawyers began to advise on the legality of international on-line gambling in 1995 and, in the last 15 years, we have helped out clients with new types of gambling, new jurisdictions and new legislation.

Carl Rohsler, who leads the team, has been noted by Legal 500 since 2002 for his "*strong specialism*" and "*encyclopaedic knowledge of gambling law*". Chambers Global Guide to practitioners covering 180 countries listed Carl as one of the top 30 gambling lawyers in the world.

Carl was the editor of Sweet & Maxwell's Current Law Guide to the Gambling Act 2005 and the Current Law Statutes commentary on the National Lottery Act 2006. His most recent work, Licensing Law and Practice (Sweet & Maxwell, December 2008, co-authored with Philip Hyde), is the most comprehensive guide to gambling and licensing currently available in the UK.

Carl leads a team of specialist lawyers dealing with regulatory and commercial arrangements for gambling operators.

Commentators describe the practice as "*pragmatic with an excellent commercial understanding of what the client does and how they operate. In an area of so much uncertainty, [the firm] is able to produce comfort and clarity.*"

We frequently advise on matters such as:

- Obtaining UK and overseas gambling licences;
- Giving legal clearance opinions on new schemes;
- Dealing with gambling and advertising authorities and handling complaints;
- Gaming software contracts and white label deals; and
- Multi-jurisdictional comparative opinions.

Carl Rohsler is,
according to
international peers,
"a go-to-man for UK
gambling law."
Chambers Global,
2008



SPORTS AND SPONSORSHIP LAW

Hammonds is well-known in the sports sector. Appealing to a wide range of clients across the sporting industry, our team advises clients in the football, rugby, tennis and motor racing markets. We handled rights protection issues for UEFA and for FIFA for the World Cup in 2006. Clients include: Manchester City FC, Aston Villa FC; Fulham FC, European Rugby Cup, Celtic League, Octagon and Global Cricket Corporation.

We understand the inter-relationship between sports regulation and gambling and the sensitivities of regulatory bodies on issues such as match integrity, in-match betting and sponsorship. We also have the kind of relationships which allow us to create commercial introductions and to foster partnerships.

Some of our recent work includes:

- Acting for **Formula 1 Management** in the protection of its database rights in relation to sports data;
- Acting for numerous football clubs in relation to their gambling partnerships, including **888.com**'s shirt sponsorship of **Middlesbrough FC**, Betfair's sponsorship of **Fulham FC**, **Manchester City FC**'s lotteries and pool betting services, and a Premier League club's partnership with 188bet.com;
- Providing sports data advice for operators and clubs in relation to exclusivity deals, competition law issues and the exploitation of clips and data packages;
- Providing European gambling regulatory advice across 13 jurisdictions for **UEFA**; and
- Assisting key media partners such as **ESPN Soccernet** with their gambling advertising on a worldwide basis.

“the team...acted for nine Premiership football clubs during the 2007/08 season. The firm has been particularly active in football-club acquisitions, while it also won an instruction to handle all contentious work for Formula One Management. Other new client wins include Manchester City and Newcastle United football clubs”.

ADVERTISING AND MARKETING SERVICES

Control of advertising is one of the key mechanisms for the regulation of gambling, and the rules are necessarily strict. Fortunately, Hammonds has long been a leader in the field of advertising and marketing.

The team is led by Robert Wegenek, one of the leading UK figures in advertising law.

Chambers and Partners 2009 commented: *“A strong work ethic and quality work” distinguishes this firm. It has some of the most comprehensive knowledge of issues concerning regulators, production contracts, sponsorship and contracts between agencies and clients. It has acted for major clients, including six of the world's leading advertising agency networks, four of the largest media investment management agencies and one of the largest global holding companies operating in marketing services. Clients rave about “the group’s superb accessibility and availability, its skill in debating issues and its constant discourse with clients.”*

Examples of our work on gambling advertising include:

- Sponsorship of television programmes and channels, dealing with the first television advertising campaigns under the new UK regime;
- Advising on the broadcast regulations and obtaining Clearcast approval for advertising;
- Dealing with ASA complaints; and
- Drafting guidelines for magazine publishers in relation to non-broadcast codes.

At Hammonds LLP advertising and brands partner Robert Wegenek acts for global players including the WPP Group, has a “good name” and is “excellent; other law firms call him if they have problems”.

Legal 500, 2009

E-COMMERCE

Our lawyers have handled the complete range of e-commerce issues, from domain name and meta tag disputes, to e-payments, on-line auctions, pop-up advertising, deep-linking, music streaming, web 2.0 virtual life applications and spamming.

We advise some of the leading e-commerce companies in respect of pure e-commerce issues. Whether online or wireless, we advise a wide spectrum of industry sectors from technology suppliers and communications operators through to financial service providers, manufacturers, health organisations, and Government regulators.

- Advising on a ground-breaking legal attack on poker collusion and the sale of bonus-abuse software in relation to on-line gambling;
- Acting for a UK lottery operator in connection with the negotiation of its software licensing and support contract with a global lottery software provider;
- Assisting US e-commerce vendor, MarketLive, Inc., on its entry into the EU market including with respect to data protection and e-commerce regulatory compliance;
- Advising the Daily Telegraph on regulatory issues in relation to a new website aimed at the US market.

We also produce the leading textbook, E-Commerce: A Guide to the Law of Electronic Business, published by Butterworths.

“an essential name that always pops up on leading cases”.

Chambers
Global, 2009



BRANDS AND INTELLECTUAL PROPERTY

Brands lie at the heart of all gambling operations, as the most accessible and potent badges of integrity and reputation. Without a trusted name, customers simply will not risk their stake at all, particularly where the transaction involves international transfers of money to far-flung destinations.

We have one of the leading brand management practices in the UK. Legal 500 has rated us in the top band for brand management for two years in succession.

But it is not simply about brands. Many of our clients are software companies, manipulating data streams, generating copyright works, creating new game formats and exploiting their intellectual assets for revenue share.

"Hammonds LLP's team...is strong in copyright litigation and brand clearance, and handles patent litigation in industries including oil and gas. 'Clear, excellent' and 'rarely unavailable' trade mark attorney Chris McLeod heads the filing practice, whose clients include Panasonic and Aggregate Industries." Legal 500

- One of the few firms with a full trade mark, design and patent filing practice;
- We manage the portfolios of global brands such as Formula 1 Management, Fulham FC and National Grid;
- We acted for **Cantor Gaming** in the leading case on computer copyright in gambling software, *Cantor Gaming v GameAccount*;
- We are retained by clients such as **Cantor Gaming**, **Pokerstars** and **888.com** to assist in domain name disputes and international infringement work.

"well-noted IP strength in online gambling work...their work is seen as "highly creative, but grounded in reality." - Chambers & Partners, 2008

PREMISES LICENSING

We have over 34 years' experience of dealing with betting and gaming and alcohol licensing applications. Our team is divided between our Birmingham office (dealing with Liquor and Entertainment licences) and London, which deals with UK and international gambling licences.

We recognise the importance of developing a complete understanding of the premises in question and the range of social, economic and political factors that go to influence licensing decisions.

Our licensing team in Birmingham, just moments from the offices of the Gambling Commission, is rated as a first tier practice by Legal 500.

Recent work includes:

- Advising a large-scale exhibition venue on all their alcohol and entertainment licensing requirements including advice in relation to wider commercial issues surrounding delineation of responsibility;
- Management of all aspects of the licensed estate for a client operating in excess of 300 separate units incorporating different “brands” at railway stations and city centre locations; and
- Managing all licensing requirements for a group of hotels (in excess of 80) including all applications for premises and personal licences and variations. We also advise and manage the licensed estates of various other hotel operators, whose estates range in size from 4 to 14 hotels nationally.

At Hammonds LLP, Stephanie Perraton is “*enormously experience*“, and her team has “*excellent response times and industry knowledge*“. The practice continues to apply for new premises licenses for Select Service Partner, and now handles all of NEC Group’s licensing requirements.



EXAMPLES OF RECENT PROJECTS

- Advising **Harrah's Interactive Entertainment** in its groundbreaking partnerships with 888.com and Gamesys;
- Assisting **888.com** and **Pokerstars** on a day to day basis with gambling regulatory advice, data protection, advertising and marketing, sponsorship and white label deals, intellectual property and related litigation;
- Advising machine operators such as **IGT**, **GamingKing plc** and **ECM Bingo Systems**, including the protection of game formats and lobbying successfully for the creation of the B3A category gaming machine;
- Assisting operators such as **Endemol**, **Betfair TV**, **Quiz TV** and **Home Shopping Network** on television quiz television channels, including dealing with legal complaints, advertising and scheduling issues, premium rate telephone and Ofcom regulations;
- Obtaining licences in the UK, Alderney, Malta, Gibraltar and Antigua for a number of international gambling operations, from large national lottery operators to boutique casinos;
- Providing legal support for the establishment and operation of Cantor Index, Cantor Gaming and Cantor Odds for the **Cantor Fitzgerald Group**, projects requiring a detailed understanding of the interface between gambling and financial services regulation;
- Developing the legalisation of 'penny' and 'lowest unique bid' auctions for leading operator, **Million21 Ltd** and others;
- Providing full project management for a large scale national lottery scheme involving society lotteries and external lottery licences;
- Assisting in licensing and regulatory issues for operators such as **Telegraph Media** (fantasy football), **Manchester City FC**, and **Paddypower**; and
- Developing white label solutions for a number of new entrants including magazine groups, media owners, football clubs and boutique casino / sportsbooks.

THE GAMBLING LAW TEAM



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