

James Pearson

Director

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About James

James Pearson is a director in our Intellectual Property & Technology Practice Group based in our London office.

He advises on non-contentious matters for domestic and international clients in the technology, life sciences, gaming, sports and advertising sectors.

James' experience spans the commercial practice, including drafting and negotiating contracts for the supply of goods and services (including distribution and agency) and outsourcing, licensing, advertising and sponsorship agreements.

He has particular expertise in advising clients on the supply of IT systems and services, including software-as-a-service, cloud computing, data centres, managed services, website and software development, licensing, integration and hosting, together with open source software and data protection issues.

James has completed a secondment at a global media and entertainment organisation and, more recently, has returned from an in-house role at a global pharmaceutical business.

Experience

- Assisting a global beverage supplier and distributor in relation to numerous business-critical IT and technology matters, including the provision of infrastructure and platform as a service, software as a service and other cloud solutions, together with IT consultancy services.
- Advising a pharmaceutical company on supply, distribution, purchasing, software development and licensing arrangements.
- Advising a multinational data centre supplier on various high-value customer contracts in relation to data centres in Europe, Asia and the US.
- Advising a media company on its rights agreements with multiple Premier League football clubs and national associations.
- Advising an international consumer goods company on the development and ongoing supply of cloud and software as a service applications.

- Assisting a large UK charity on all aspects of the outsourcing of its entire IT function.
- Advising a global life sciences company in relation to co-marketing arrangements with its competitors.
- Advising a global technology systems supplier in relation to the supply of its systems and services to two major UK supermarkets.
- Advising a Premier League football club on the procurement of IT services and solutions, including cloud-based SAP and Adobe services.
- Assisting a provider of food purchasing solutions on its software development and licensing arrangements.
- Advising a UK-based, out-of-home advertiser with the acquisition and development of a bespoke software solution for the management of its space across the UK.
- Advising a global consumer health business on various cloud-based solutions.
- Advising a technology company on the distribution of its hardware and associated software to global utility companies.
- Advising a global advertising group on the acquisition of a software as a service solution for its worldwide recruitment functions in all areas of the group.
- Advising a major UK betting operator on the procurement of its online offering and associated technology for integration with its retail offering.

Credentials

Education

- BPP Law School, L.P.C., 2009
- BPP Law School, Graduate Diploma, Law, 2008
- University of Bristol, B.A., Honors, Classics, 2007

Admissions

- England and Wales, 2012

Recognitions

- Recommended in *The Legal 500* 2021-2023 for IT & Telecoms
- Recommended in *The Legal 500* 2015, 2018 and 2020 for Pharmaceuticals and biotechnology
- Named as a Thomson Reuters Stand-out Lawyer in 2023

Expertise

Services

- Intellectual Property & Technology

Industries

- Life Sciences
- Sports & Entertainment

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business

and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.