SQUIRE PATTON BOGGS

Mike Llewellyn

Partner

London
T +44 20 7655 1635

mike.llewellyn@squirepb.com



About Mike

Mike Llewellyn is a partner in the Intellectual Property & Technology Practice and the Sports & Entertainment Industry Group.

Mike's practice focuses on advising clients on the exploitation of commercial rights, with a particular focus on the sports and gambling industries on an international basis.

Mike acts for sports clients on a broad range of matters, including media and broadcasting rights; data rights; sponsorship and endorsement arrangements; event hosting; sports hospitality; and ticketing arrangements.

His gambling practice typically involves advising clients on GB gambling regulatory matters, as well as commercial agreements in the gambling sector (including white label agreements; platform hosting/operating agreements; and game development and licensing agreements).

Mike has been recognised by *The Legal 500 UK* as a key lawyer in both sports and gambling. He is commended as "superb" in Sport and acknowledged as a Rising Star in Betting & Gaming.

Experience

- Acting for a streaming company on its acquisition of media and broadcasting rights to a major European football league.
- Acting for an international sports federation on a range of its strategic sponsorship arrangements.
- Acting for a number of gambling operators on a broad range of GB gambling regulatory matters.
- Acting for an international broadcaster on the acquisition of international cricket rights.
- Acting for a rightsholder in relation to the acquisition and exploitation of betting streaming and data rights on an international basis.
- Acting for a leading international sports league in relation to the distribution of its betting streaming and data rights.
- Acting for a provider of virtual advertising technology in relation to its arrangements with major European football leagues.

Credentials

Education

- College of Law, London, Legal Practice Course, 2007
- BPP, London, Postgraduate Diploma, 2006
- University of Cambridge, Queens' College, M.A., Classics, 2004

Admissions

- England and Wales, 2010

Expertise

Services

- Intellectual Property & Technology

Industries

- 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.