

Press Release:

Couchmans take the stage with new cycling initiative Velon

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Couchmans LLP, the specialist sports lawyers, are the legal team behind Velon, the ground-breaking new initiative that unites a number of the leading teams in road race cycling.

Velon is a joint venture of eleven of the leading UCI WorldTour cycling teams. It aims to create a more exciting, stable and credible sport that fans can support long-term and to secure a sustainable future for the teams.

The Couchmans team has worked closely with Velon teams over a long period to create the corporate structure and commercial rights model behind the project that launched earlier this week, attracting a multitude of favourable headlines in the cycling press.

Couchmans Partner Andy Korman said *“Velon is a great client for Couchmans. Specialist sports lawyers from across the whole firm have contributed to the successful launch of this international project, advising on areas including corporate, broadcast, data, image rights, IP and sports marketing. Road race cycling has never been more popular, and we’re delighted to represent a client at the forefront the development of the sport.”*

Velon CEO Graham Bartlett commented *“By using Couchmans, the Teams were able to call upon expert, sport-specific legal and strategic advice in relation to every aspect of Velon’s formation and launch, and the Couchmans Team delivered that advice seamlessly. Their strength in depth across the board, coupled with their commercial knowhow and industry experience, is unrivalled in my experience and their input has been invaluable in shaping the Velon model”*

For further information, please contact:

Andy Korman, Partner, Head of Sports Marketing andy.korman@couchmansllp.com

Note to Editors

Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports, sponsorship and media industries internationally. The leading independent legal directories say the following about the firm:

“The UK’s leading sports boutique” (Legal 500)

“If you want someone who knows the sports business inside out, these are the guys to call” (Chambers & Partners)

“Formidably strong line-up ... the firm dominates the commercial side of the sector” (Legal 500)

“A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry” (Legal 500)

“The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings” (Chambers & Partners)

“The achievement of this firm is incredible ... the country’s number one sports boutique” (Chambers & Partners)

Website: www.couchmansllp.com