

Press Release:

Couchmans enters Unique Digital Collaboration with Richard Ayers' Seven League

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Leading sports law firm Couchmans announces the launch of its collaboration with sports digital media advisers Seven League, who are led by Richard Ayers, former digital "Individual of the Year" and leading adviser to clients like BT Sport, Manchester City FC, Harlequins RFC, ECB, RFU and MLS.

The two businesses will be pooling Couchmans' sports and digital legal skills with the commercial, strategic and operational expertise of Richard and his team.

Nick White, head of Couchmans' sports digital practice, said:

"We are delighted to be working with Richard and his team at Seven League, who 'get' the sports digital space like very few others. This collaboration will be available to our respective clients on a 'horses for courses' basis. Some of them will need Richard's expertise primarily and some will for the most part need ours. The idea behind the tie up is that it will be easier for clients to get integrated and complementary commercial and legal advice on their digital media projects. It is innovative and we think it is a winner."

Richard Ayers, founder and CEO of Seven League, said:

"Finding enlightened lawyers isn't always easy and with Nick and Couchmans I think we've got a team that understands very well where sports law and the digital realm intersect. Too often we hear evangelists getting over-excited or naysayers prophesying digital doom – neither have a sense of what's practical, legal and commercially sensible. That's where this collaboration comes in, and we are very pleased to be part of it."

For further information contact:

Nick White, Couchmans LLP: nick.white@couchmansllp.com

Richard Ayers, Seven League Ltd: richard@sevenleague.co.uk

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