

Press Release:

Couchmans hails Rapha's ten year anniversary

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Couchmans would like to congratulate Rapha Racing Limited on their ten year anniversary. In that short space of time Simon Mottram and his team have developed a premium cycling brand of rare cachet.

Back in 2004, one of Rapha's very first products, the Classic Jersey, was described by Bill Strickland of Bicycling Magazine as, "*the best bike jersey the world has ever seen*" and the brand has gone from strength to strength, combining their unique design sensibilities with celebration of the "*glory through suffering*" of road cycling.

Couchmans are proud to work with Rapha on a wide range of intellectual property and commercial matters, having advised on the company's partnership with Team Sky, the protection of its core designs and trade marks and the collaboration with designer Paul Smith.

Couchmans Partner Nick White commented, "*Rapha is a true British success story. Its uncompromising attitude to design and quality has led it to where it is today and we congratulate the Rapha team on their ten year anniversary. Hopefully, we have played a small part in helping them get there.*"

Rapha CEO Simon Mottram: "*Couchmans are true sports specialists. They give us the practical, punchy advice we need and their industry knowledge and experience is of great value to us.*"

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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)

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