

Press Release: Couchman Harrington and Shevchenko Hit the Target

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Couchman Harrington Associates, the leading sports business law specialists, have successfully advised SFX Sports Group (Europe) Limited and Andriy Shevchenko, on the player's recent high profile transfer from AC Milan to Chelsea FC. The transaction necessitated providing specialist advice to Andriy Shevchenko and his advisers on the player's FA Premier League Contract and image rights agreements.

Dan Harrington, the partner who led the negotiation with Chelsea's team on behalf of Couchman Harrington said, "This was a fantastic transaction to be part of and we are delighted that SFX and Andriy chose us to advise on these high profile arrangements. It was a massive team effort and it was very gratifying to work on such a challenging project with such a professional team. Following on the back of our work advising Michael Ballack on his recent move to Chelsea, we are proud to have advised on the two biggest player deals so far this Summer."

Sam Rush, Chief Operating Officer of SFX, said, "Couchman Harrington's advice and market knowledge in achieving the required result was absolutely invaluable to us. We relied on Dan's commercial and legal input at all stages of the contractual process and his input to a fantastic team effort was integrally important in achieving a successful conclusion for Andriy as he begins his career with Chelsea."

Couchman Harrington Associates is a commercial law firm offering specialist legal advice to the sports industry. The leading independent legal directories say the following about the firm:-

"Remarkably successful at a time when other firms have been looking to exit the sports market...winning business model" (Legal 500)

"The achievement of this firm is incredible ... it has made a huge impression in the market ... the country's number one sports law boutique" (Chambers Directory 2006)

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