

COUCHMANS LLP

Press Release:

Couchmans LLP advises Velon on Groundbreaking Hammer Cycling Series

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Couchmans LLP, the specialist sports law firm, has advised Velon, the collective of pro cycling teams and leader in cycling fan engagement, on the launch of its groundbreaking new cycling event – the Hammer Series.

The Hammer Series is a unique cycling event in which Velon's member teams will compete in the Hammer Sprint, Hammer Climb and Hammer Chase, culminating in one team being crowned the best team in the world. As part of the series Velon will provide a range of live data, from rider power to heart rate, to bring fans closer to the heart of the action.

Couchmans' Corporate and Intellectual Property lawyers advised Velon on all aspects of the deal.

Graham Bartlett, Chief Executive, Velon said:

"This series is very important to the development of Velon's goals in 2017 and will demonstrate how new race formats can excite both the fans and riders alike. Making cycling more accessible and engaging for fans is a major focus for Velon. By developing a brand new cycling format we have created new opportunities to bring fans closer to the action, for example, by showing live rider performance data on the Velon digital platforms and social media. Couchmans' understanding of the technology and sporting landscape was fundamental to ensuring this deal worked out as planned".

Couchmans' work on the project was led by Partner, **Satish Khandke**, who said:

"The Hammer Series is an example of how traditional sports can modernise and grow their fan base in the digital world. Working on innovative projects which use new technology is fantastic as it enables us to stay at the cutting edge of sport. This is another example of Couchmans' market-leading activities, helping sports to remain relevant to fans who can choose from an increasing array of digital entertainment."

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Note to Editors

About Couchmans LLP

Couchmans is the UK's leading and award-winning specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports industry around the world. The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach.



Couchmans is internationally recognised as **Who's Who Legal Law Firm of the Year (Sports) 2016**.

Legal 500 Tier 1 in sport 2016

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