



fieldfisher

26 APRIL
**CELEBRATING
WORLD IP DAY**
2019

FIELDFISHER: FAMOUS FOR IP, LEADERS IN SPORT

European law firm Fieldfisher is recognised for its work with a huge variety of sports clients, from individual athletes to international brands.

We recognise that fans' love of a sport or team is often cemented through brand identity - whether it be a logo, a slogan or simply a colour or shape.

With sporting success comes even greater brand loyalty.

Our international team of expert IP lawyers understand these emotional connections and help our clients harness the energy that emanates from them, by protecting their brands, product designs and cutting edge technologies.

Clients and partners we work with on IP in sport include:

Sport England | Live Nation/Ticketmaster | London Sport Tech Hub | Parsons Xtreme Golf | Street League



The value of sports brands we help to protect is estimated to be in the hundreds of millions of pounds annually.

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ABOUT FIELDFISHER

Fieldfisher is a European law firm with market leading practices in many of the world's most dynamic sectors. We are an exciting, forward-thinking organisation with a particular focus on energy & natural resources, technology, finance & financial services, life sciences and media.

Our network has more than 1,450 people working across 25 offices providing highly commercial advice based on an in-depth understanding of our clients' needs.

We operate across our offices in Amsterdam, Barcelona, Beijing, Belfast, Birmingham, Bologna, Brussels, Dublin, Düsseldorf,

Frankfurt, Guangzhou, Hamburg, London, Luxembourg, Madrid, Manchester, Milan, Munich, Paris, Rome, Shanghai, Turin, Venice and Silicon Valley.

For more information on our **IP** and **sports expertise**, visit the Fieldfisher website.