

Legal services  
Sports



Ogier

"The Ogier team has an incredible range of knowledge, skills and abilities."

Chambers Global, 2024

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## Who we are

Ogier is a professional services firm with the knowledge and expertise to handle the most demanding and complex transactions and provide expert, efficient and cost-effective services to all our clients.

Ogier's Ireland office specialises in Real Estate, Dispute Resolution, Banking and Finance, Employment and Corporate law. Clients include many of the Fortune 500 and Ireland's Top 100 Companies including the world's leading technology providers, professional service firms and public bodies.

Ogier's team in Ireland came to market as a result of a merger with Dublin-based commercial law firm Leman Solicitors LLP in March 2022, resulting in a combined firm offering legal services to the Irish market.

### Where we are

With professionals based in Asia, the Americas, Europe and the Middle East, we are able to provide global coverage across all time zones. Our global network of locations includes Beijing, BVI, Cayman Islands, Dubai, Guernsey, Hong Kong, Ireland, Jersey, London, Luxembourg, Shanghai, Singapore and Tokyo.

### Our approach

We get straight to the point, managing complexity to get to the essentials. Our clients enjoy the benefits of being able to build long-term, personal relationships across both our legal and administration teams and working with a single service provider able to support their commercial objectives.

### Ogier in the Sports industry

Ogier is the leading sports law firm in Ireland. The Ogier Sports team's legal experience acting for sports governing bodies is unparalleled in Ireland – we have acted for more than 35 national governing bodies (**NGBs**). We also act for a wide variety of clubs, athletes and commercial stakeholders.

We have been the official legal partner to the Federation of Irish Sport, the representative body of national governing bodies for sport in Ireland, for more than 13 years.

With the intersection of our sports, technology and corporate offering, we are ideally placed to advise leading international sports technology companies on establishing in Ireland and advise Irish sports technology companies on their ambition to grow beyond Ireland into international markets. We leverage our deep industry connections across the sports, technology, and legal fields to provide our clients with a competitive edge, facilitating access to critical resources and growth opportunities.

# Sports industry legal services

## Governance reform

Good governance is the backbone of successful sports organisations. Ogier provides comprehensive governance advice in Ireland by assisting national governing bodies, clubs and associations in establishing robust governance frameworks, including constitutional, disciplinary and other policy reform to ensure procedures are effective.

Our guidance supports sports bodies in achieving high standards of transparency, accountability, and integrity, fostering trust among stakeholders. We also provide advice in implementing change, including presenting to Annual and Extraordinary General Meetings to ensure proposed reforms are passed.

## Sports hearings and arbitration

Sports hearings and arbitration are key features of sports law. The Sports team at Ogier has a deep understanding of the exigencies of sports hearing, having acted for our clients in internal sports disciplinary hearing, before domestic arbitral bodies such as Sports Dispute Solutions Ireland (**SDSI**) and the Court of Arbitration for Sport.

## Dispute Resolution and litigation

Navigating disputes in the sports sector requires specialised legal expertise. Ogier's Dispute Resolution and Litigation team in Ireland is adept at handling a wide range of sports-related disputes, from judicial review, to contractual disputes to governance conflicts.

Our strategic approach to litigation and alternative dispute resolution methods ensures that our clients achieve the best possible outcomes, preserving their reputation and competitive edge.

## Anti-doping

Ogier's Sports team offers expert legal advice on anti-doping policies, compliance with national and international regulations, and representation in doping disputes. We work closely with sports organisations to promote clean competition, protecting the health and rights of athletes.

## Data protection and cyber security

Ogier offers bespoke legal services tailored to the unique cyber security and data protection needs of sports organisations. Our team is experienced in advising on response strategies to cyber attacks, which threaten the integrity and confidentiality of valuable data assets such as athlete performance metrics and participants' personal data.

We advise on compliance with data protection laws, understanding that sports organisations handle a vast amount of sensitive member and athlete data.

## Protecting intellectual property rights and anti-piracy

In the competitive world of sports, protecting your brand and intellectual property is crucial. Ogier offers specialised trade mark and intellectual property law services in Ireland, protecting the trade marks, copyright and patents of sports organisations. We advise rights holders on obtaining dynamic/live blocking injunctions to prevent copyright infringement (piracy) caused by illegal streaming of live sporting events. Ireland is a friendly jurisdiction for rights holders to obtain dynamic/live blocking injunctions.

## Crisis and reputation management

In the world of sport, a crisis can strike unexpectedly, posing immediate threats to both operations and reputation. Ogier stands at the forefront of crisis and reputation management, offering specialised legal services that prioritise rapid and effective response strategies tailored to the sports industry.

We work closely with sports organisations to communicate transparently and effectively with stakeholders, media, and the public, restoring confidence and trust. Our goal is to navigate through the turbulence of a crisis, safeguarding the reputation of sports entities and facilitating a return to normalcy and success on and off the field.

## Employment and equality

Ogier is an employment and equality law specialist in Ireland. We offer comprehensive advice on contracts, disputes, and employment rights, tailored to the unique needs of the sports industry, including drafting contracts, offer letters, handbooks, and employment permits, and advising on employment-related disputes. This includes grievances, investigations, disciplinary matters, harassment and sexual harassment complaints, performance issues and protected disclosure related issues.

Ogier also has experience in conducting Equality Reviews under the Irish Human Rights and Equality Commission Act 2014.

## Real estate

Ogier's real estate experts in Ireland offer tailored advice on the acquisition, development, and leasing of sports facilities. From negotiating deals to navigating planning regulations, our team ensures that property transactions are executed efficiently, supporting our clients' ambitions to create world-class sporting venues.

## Safeguarding

Safeguarding the welfare of participants is paramount in sports. Ogier provides comprehensive safeguarding advice to sports organisations in Ireland, ensuring they adhere to the highest standards of care. Our legal guidance encompasses policy development, compliance with safeguarding legislation, and handling allegations of abuse or misconduct, ensuring a safe and supportive environment for all.

## Women's sport

The landscape of women's sports is currently experiencing an unprecedented and welcome level of growth. At Ogier, we strongly support the goal that women's

sports should enjoy the same opportunities and equality for all participants, and are well placed to foster the growth, guiding our clients through the intricacies of investing, developing, commercialising, and regulating women's sports.

## Nomination and selection agreements

We advise national federations and national Olympic committees on drafting nomination and selection agreements for major championships including for World Championships, Paralympics and Olympics.

These policies must clearly set out the criteria upon which an athlete is selected, ensuring fairness and transparency in the selection process, while ensuring from the national federations' perspective that the selection decision is robust and results in the best athlete being selected.

## Gambling and gaming regulation

We are at the forefront of advising clients on the complexities of the new Gambling Regulation Act in Ireland, which has significantly reformed gambling licensing and regulation and established a new statutory regulator, the Gambling Regulatory Authority of Ireland.

We offer comprehensive guidance on licensing and compliance obligations and enforcement powers for non-compliance, ensuring our clients meet the standards set forth by the new regulatory framework for existing players and new entrants.

Ogier has advised on the listing of a global gaming company on the New York Stock Exchange and has advised global online sports betting and gaming businesses licensed in 23 jurisdictions.

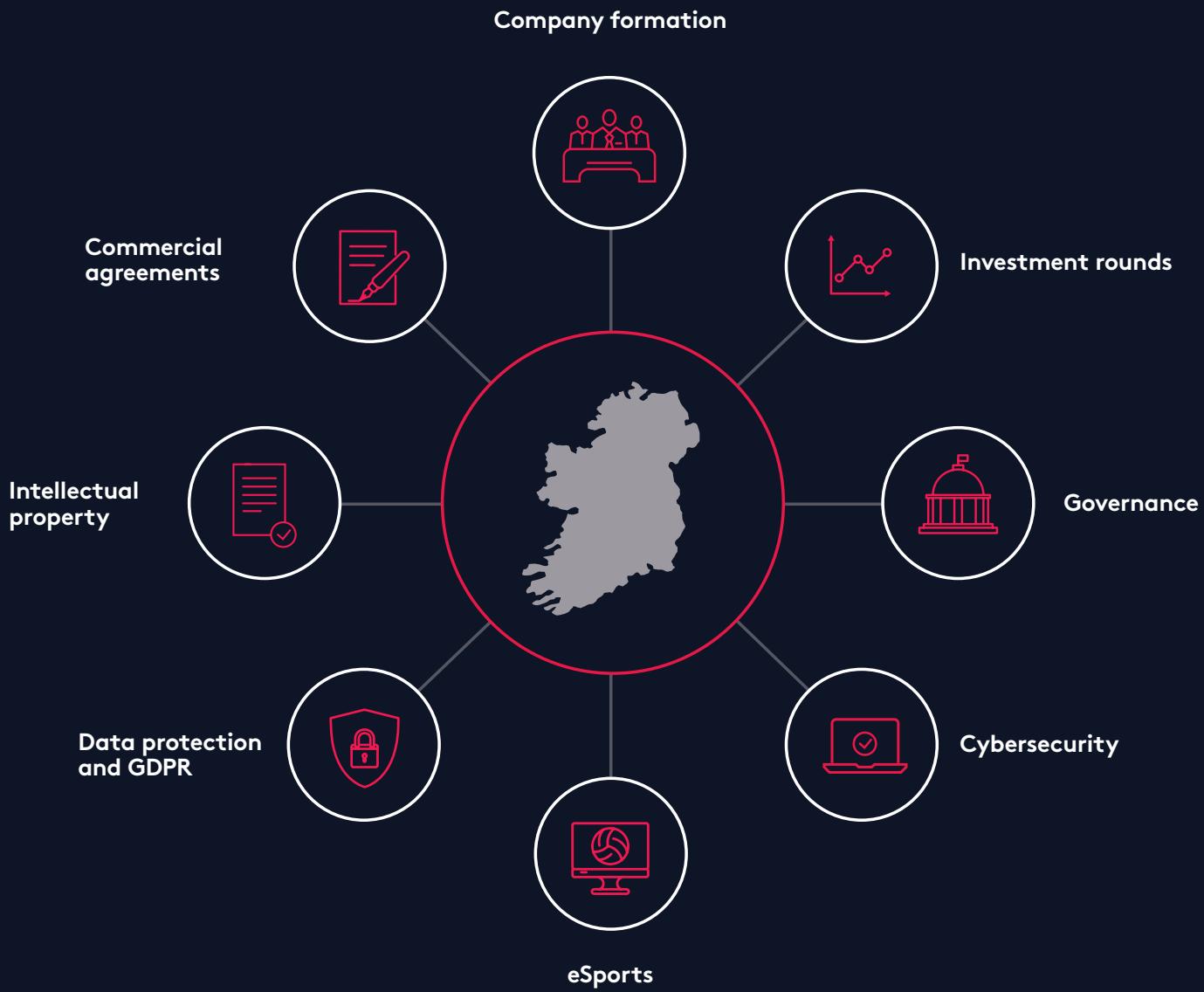


"30 under 30 Leaders of Tomorrow in the Sports Industry"  
Sport for Business on Managing Associate Paddy Murphy, 2020



"The practise is very professional, approachable and knowledgeable with an excellent team made up of skilled partners and associates. The team have proved invaluable to us over the past decade and we will continue to work closely with them over the next 10 years."  
Legal 500 EMEA, 2023

# Ogier Sports Technology services in Ireland



Ogier

# Sports technology

## Funding

Ogier recognises the potential for the Irish sports technology industry given Ireland's unique position as a hub of data, engineering, and sports performance analysis. We offer strategic advice to indigenous Irish sports technology companies about:

- company formation and structure and formation to provide a solid foundation for growth and scalability
- negotiating and drafting agreements and obtaining funding, including navigating seed investment rounds and venture capital

## Intellectual property protection and exploitation

In the competitive landscape of the sports technology industry, protecting and exploiting intellectual property (IP) is paramount.

Ogier provides comprehensive legal services to ensure that sports tech companies' innovations are safeguarded and monetised effectively. We assist in securing patents, trade marks and copyrights, which are crucial for maintaining a competitive edge and generating revenue.

Our expertise extends to navigating the complexities of IP rights within the sports technology sector, ensuring that our clients can exploit their assets in the market confidently and legally.

## Cybersecurity and data protection

In today's digital-driven sports technology industry, safeguarding sensitive information and complying with data protection regulations are of utmost importance.

Ogier provides cutting-edge legal counsel on cybersecurity, data privacy, and data protection matters. We help sports technology companies implement robust strategies to protect their data assets, navigate the complexities of GDPR, and build trust with customers and stakeholders.

Our comprehensive approach ensures that our clients not only comply with current data protection laws but are also prepared for future regulatory changes, safeguarding their business and customers' data against evolving cyber threats.

## New technologies for sports organisations

The integration of technology in sports presents both opportunities and legal challenges. Ogier in Ireland is at the forefront of advising on sports technology matters, including in respect of software, advanced material and sensor-devices, health and biotech, SaaS solutions and AI.

Our legal guidance ensures that sports organisations can leverage technology to enhance performance, participation and fan engagement within the confines of regulation and legislation.

## eSports and gaming

At Ogier, we specialise in providing tailored legal services to the esports and gaming industries. Our team offers robust intellectual property protection to safeguard your games, content, and brand against potential infringement. We are adept at navigating the emerging regulatory landscape, ensuring your company complies with international gaming laws and e-commerce regulations. Our expertise includes drafting and negotiating key contracts, including player agreements, sponsorship deals, and licensing arrangements.

Ogier has advised on the listing of a global gaming company on the New York Stock Exchange and has advised on the merger of two of China's largest video game live-streaming platforms to create a single streaming platform with 300 million users.

# Ogier in Ireland key moments



**2007**

The firm was originally founded by a team of four as Leman Solicitors

**2009**

Leman Solicitors became the first paperless law firm in Ireland and gained ISO 9001 (quality management systems) and ISO 27001 accreditation (information security)

**2011**

The first Leman Challenge started. An annual employee CSR event, raising over €300,000 since, for charities including Pieta House, Irish Autism Action, Irish Guide Dogs for the Blind, Paralympics Ireland, The Samaritans, Focus Ireland and the Marie Keating Foundation

**2019**

Recognised as a Fairtrade workplace

**2020**

First shortlisted for the Green Small Organisation at the Green Awards, in recognition of our CSR and green credentials, as well as becoming a Certified Proud workplace

**2021**

Ranked in the Great Place to Work Ireland awards in 16th position as Best Small Workplace

**2022**

Leman Solicitors LLP became Ogier Leman after merging with international law firm Ogier in March 2022

**2023**

Firm expands to more than 90 employees post-merger and growing in size and breadth of service lines and rebrands fully to Ogier

**Ogier**

## Key contacts

### Sports



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Corporate and Fiduciary  
Consulting**

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British Virgin Islands  
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Hong Kong  
Guernsey  
Ireland  
Jersey  
London  
Luxembourg  
Shanghai  
Singapore  
Tokyo

Ogier is a professional services firm. We have three divisions:

Legal: practical advice on BVI, Cayman, Guernsey, Irish, Jersey and Luxembourg law.

Corporate and Fiduciary: corporate administration services with a strong reputation in governance and regulatory compliance.

Consulting: independent guidance regulatory compliance.

Our network of locations also includes Beijing, Dubai, Hong Kong, London, Shanghai, Singapore and Tokyo. Regulatory information can be found at [ogier.com](http://ogier.com).