



ZANE SHIHAB

PARTNER

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Zane Shihab has extensive experience representing some of the world's largest and most recognisable sports organizations, events and athletes. He leads the firm's U.K. sports, media and entertainment and intellectual property practice areas. He provides counsel to rights-holders, global brands, international sporting bodies and other high-profile individuals.

Zane focuses on brand protection and intellectual property, as well as the drafting and negotiation of commercial contracts related to sponsorships, joint ventures, merchandising, broadcasting and new media, agency, distribution, franchise and image rights agreements, venue agreements, ticketing terms and conditions, and IP and software licenses. Further, as the market for nonfungible tokens (NFTs) continues to grow rapidly, Zane provides counsel to artists, athletes, teams and others in the sport and entertainment sectors on their rights and opportunities with regard to the commoditisation of these digital assets.

Zane has negotiated numerous high-value sponsorship and supplier agreements and other event-related contracts on behalf of major international golf, running, cycling, football and tennis governing bodies, including the London Marathon, UEFA, Racehorse Owner's Association, Horsemen, W Series, London & Surrey Cycling Partnership and The All England Lawn Tennis Club (Wimbledon). He has drafted and advised on the agreements connected to high-profile Premier League football transfers and renegotiations, and has successfully represented well-known players in disciplinary proceedings brought by the Football Association of England.

In addition, Zane serves as key legal advisor, supporting in-house counsel at The All England Lawn Tennis Club (Wimbledon), advising all departments across the organisation.

A regular contributor to sports publications, Zane frequently works with media and provides commentary on current events and sporting matters as they relate to the law.

BACKGROUND

Zane joined Armstrong Teasdale from Kerman & Co. in early 2021 when the firms combined. Working at Kerman & Co. for more than eight years, he served as head of sport, IP and media. Before that, Zane spent four years in private practice and three years as a contracts manager for a British broadcast company.

SERVICES AND INDUSTRIES

Copyright

Franchising and Distribution

Intellectual Property

Privacy and Data Security

Technology Transactions

Trademark

Sports, Media and

Entertainment

Commercial

ADMISSIONS

England and Wales

EDUCATION

- Keele University (LL.B., 2002)
 - Law and Biology
- College of Law (LPC, 2006)

PROFESSIONAL ACTIVITIES

- The All England Lawn Tennis Club, Wimbledon (Key legal advisor)
- LawInSport

CHARITABLE AND CIVIC INVOLVEMENT

- Provided pro-bono legal advice to DeliverAid (not-for-profit venture) launched to help feed the heroes on the NHS frontline during COVID-19.
- Imparts pro-bono legal advice to Club Champions, which provides mentoring, guidance, and practical support to community sport organisations to help them become financially sustainable through increasing commercial revenue.

ACCOLADES

- Legal 500, Recommended Lawyer, Sport (2017-present)
- The Lawyer Hot 100 (2022)

EXPERIENCE

Formation of Music Production Company

Acted for a manager and songwriters who wished to form of a company that would act on behalf of various artists in the capacity of a manager, independent record label and publisher. This instruction included advice on voidability and/or unenforceability of certain structures and documents as a result of undue influence and/or restraint of trade (with particular focus on case law in the music industry). Also drafted and negotiated the documents governing the arrangements, which included articles of association and a shareholders' agreement, an artist management agreement, a record label agreement and a music publishing agreement.

Advised Clients Across Sectors on Data Protection and Cookie Policies

Advised on data protection and cookie policies and related documents for companies in various sectors.

Advised Large Commercial Organisations on Data Policies and Procedures

Advised a number of large commercial organisations on their data collection, storage, processing and retention policies and procedures.

Advised on Brexit Transition, Invalidation of U.S. Privacy Shield

Advised commercial clients on the steps they need to take to deal with Brexit once the transition period expires, as well as on the implications of the invalidation of the U.S. Privacy Shield.

Advised on Data Protection Compliance and Data Flow

Advised various clients on their data protection compliance arrangements and data flow.

Advised Well-Known U.K. Institution on Data Protection, Compliance

Advised a well-known U.K. institution on data protection implementation and compliance.

Data Processing, Sharing Agreement Advice

Advised various businesses and sub-processors on data processing and data sharing agreements.

Data Subject Access Request Management

Advised organisations on how to handle data subject access requests.

ICO Complaints on Behalf of Various Clients

Handled Information Commissioner's Office (ICO) complaints on behalf of various clients.

Interpretation of and Guidance on Compliance with Data Protection and Privacy Regulations

Provided practical, commercial advice on the interpretation of the data protection and privacy regulations to ensure that a company's compliance with the law does not restrict its operations unnecessarily.

Advised London & Surrey Cycling Partnership in U.K.'s Largest-Ever Mass Participation Cycling Event

Advised a joint venture in relation to the establishment of the U.K.'s largest-ever mass participation cycling event. Advised on the bidding and tendering process, delivery partner agreement, venue hire agreements and broadcasting media rights deals, and continue to draft and negotiate all sponsorship and supplier agreements.

Commercial Program and Events Counsel for the London Marathon

Advised the London Marathon on all aspects of their commercial program and all related events, including sponsorship and supplier agreements.

COVID-19 Event Cancellation and Postponement for The All England Lawn Tennis Club, Wimbledon, London Marathon, London & Surrey Cycling Partnership, W Series Limited and Others

Advised in all legal matters resulting from the cancellations of a tennis grand slam tournament, mass-participation cycling event and W Series Limited, and postponement of the London Marathon.

IP, Commercial and Contractual Counsel to The All England Lawn Tennis Club, Wimbledon

Provided onsite assistance to a private tennis club in England during a major, prestigious tennis tournament, in relation to brand protection and ticketing. Advise the club year-round on a full range of commercial, contractual and intellectual property matters.

Title Sponsorship for the London Marathon

Represented global marathon event in the drafting and negotiating of a title sponsorship agreement.

Various Commercial Contracts Including Ticketing Terms for UEFA's EURO 2020 Tournament

Represented Union des Associations Européennes de Football (UEFA) in relation to sales agency agreements and ticketing terms and conditions for an international football tournament.

Negotiation of Agreements for W Series

Supported W Series in the negotiation of various agreements with Formula 1, in addition to providing a wide range of advice to the client for the hosting and promotion of the W Series, including the negotiation of outsourcing and media rights agreements.

Trademark Portfolio Advice for U.K.'s Largest Independent Wholesaler

Advised one of the U.K.'s largest independent wholesale businesses on their trademark portfolio, including brand protection and subsequent litigation flowing from that.

Obtained Judgment in Landmark Case for London Marathon

Acted on behalf of London Marathon Events Limited in a landmark case brought against a Russian athlete who earned a marathon title but was later suspended by the Russian Athletic Federation following abnormalities detected in her biological passport.

Trade Mark Protection for The All England Lawn Tennis Club, Wimbledon

Successfully advised The All England Lawn Tennis Club in registering green and purple as colour trade marks in the United Kingdom, which further protected and enhanced Wimbledon's historic and iconic intellectual property.