

SHOOSMITHS

Advertising, Marketing & Brands

Shoosmiths' Credentials
July 2023

Meet the team



Richard Millington

PARTNER AND ADVERTISING, MARKETING & BRANDS LEAD

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Specialism: Sponsorship distribution and agency arrangements
IP exploitation (including content/broadcast rights)
Retail and Brands

Richard is an experienced lawyer who provides counsel on strategic projects across the technology, media and sports sectors. He is listed in The Lawyer Hot 100 2019 for his ground breaking work setting up the practice.

As well advising on some of the sporting world's biggest deals his experience includes negotiating cross border joint ventures, developing and executing litigation strategies in multiple jurisdictions and working on key outsourcing, telecoms projects, IP exploitation (including content/broadcast rights), sponsorship, distribution and agency arrangements.



Emma Lusty

PRINCIPAL ASSOCIATE

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Specialism: Marketing Services and Public Relations Agreements
Retail and Brands
Brand exploitation, in particular, via franchise models

Advertising/Marketing/Brand specialism:

- advising a well-known supermarket in relation to various differing franchise arrangements for its convenience store brand;
- advising a toy and interactive entertainment manufacturer on various matters including in respect of merchandising licenses;
- advising an MVNO on a secondment basis in relation to various matters including marketing;
- advising a retailer on its gift card arrangements;
- advising automotive manufacturers on their agency and distribution arrangements;
- in a previous role advising on aspects of IP including in relation to trade mark infringement; and
- advising many types of business on their licensing arrangements either in respect of a brand and business format or, for example, in relation to a growing sportswear brand, trade marks to a manufacturer and agency rights.

Emma specialises in commercial contracts and, in particular, assisting brand owners to expand their businesses both nationally and internationally by franchising and works with franchisor and franchisee clients on a wide range of franchise matters including advising franchisors in relation to breach/termination issues and disputes, including brand and reputational concerns.



Richard Blatchly

PRINCIPAL ASSOCIATE

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Specialism: Sponsorship Agreements
Marketing Agreements
Endorsement Agreements
Influencer Agreements
Content Licensing and Advertising and Promotional Campaign Compliance (Automotive)

Richard is a Principal Associate within the Advisory Services division of Shoosmiths, supporting a broad spectrum of clients across a wide range of industry sectors, ranging from start-up businesses through to multinational companies, with their advertising and marketing requirements. His recent work experience includes:

- Supporting a multinational drink and brewing company with a number of sponsorship agreements within both rugby and football.
- Advising a large health and beauty retailer with the running of its festive promotions and competitions.
- Working closely with a Formula E team to prepare and negotiate driver and associated brand ambassador agreements.
- Assisting an innovative carbon management company with the preparation and negotiation of an influencer agreement template for use in its digital marketing campaigns.

His depth of experience and insight means that Richard he is valued by clients for his strategic input on their issues and is often viewed as an extension to clients' in-house legal team.



Christian Cockcroft

PRINCIPAL ASSOCIATE

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Specialism: Digital Advertising, including data licensing and data sharing practices
Privacy & cookies
Data Monetization strategies, including audience measurement/insights, activation and programmatic advertising
MarTech regulatory compliance, including cookie configuration and conditioning

Christian is a data, privacy and regulatory lawyer whose practice spans a broad spectrum of commercial, data governance, data regulation (antitrust, privacy and sectoral) and cybersecurity related work, with a specific focus in the MarTech, digital advertising and digital media sectors.

Christian is versed in a multitude of privacy laws, including GDPR, the PECRs (and related cookie-law), CCPA and US digital marketing laws, while his wider regulatory experience involves advising on antitrust, data governance and market access laws, and sector/industry-specific laws and codes of practice which related the MarTech and digital media industry.

Christian frequently advises industry leaders on both the supply and demand side of the sector as well as the leading industry standards body, responsible for header bidding and real-time ad exchanges. Prior to joining Shoosmiths, Christian trained and practised in the Brussels office of a US law firm, where he advised a number of leading social media platforms on their digital advertising and data monetization models.



Paul Nightingale

PRINCIPAL ASSOCIATE

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Specialism: Sponsorship agreements
Web3 and Metaverse projects

Paul has broad experience in supporting clients with legal issues around advertising, marketing and brand initiatives. Paul specialises in technology contracts, and recently assisted a global high-end beauty brand with its ventures into the metaverse and NFT space. Paul also regularly supports clients on sponsorship matters, including advising one of the UK's largest beer brands in its sponsorship of the FA Cup and Women's FA Cup tournaments.

Paul previously worked in-house for Guinness World Records, where he regularly advised on issues around marketing and advertising, particularly in respect of Advertising Law considerations facing global businesses in China.



Matt Ward

SENIOR ASSOCIATE

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Specialism: Public Relations Agreements
Marketing Services Agreements
Sponsorship Agreements

Matt has an in-depth understanding of the advertising and marketing industry having worked for over ten years as a public relations consultant, including as a "spin doctor" for the UK Government. Instead of writing press releases, advertising copy, and speeches, Matt now specialises in drafting, reviewing and negotiating agreements for clients purchasing public relations and other marketing services.

Matt recently supported a major automotive client appoint a provider of market research services. The agreement will help the client drive improvements in its customer experience offering. Matt assisted the same client in tendering for consumer public relations services and, separately, appoint a provider of internal communications and events services. These contracts will help position the client's branded vehicles as a luxury lifestyle product and help the business engage its retailer network with core strategic and operational messages.

Matt has also advised clients on a wide range of sponsorship and rights agreements, from corporate hospitality packages at some of the world's largest sporting events and a beer pouring rights contract with a major Premier League football club to an official partnership with a zoo!



Samantha Truckle

SENIOR ASSOCIATE

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Specialism: Sales Promotions
Direct Marketing Communications

Samantha is a Senior Associate in the Commercial team at Shoosmiths. Samantha has experience of advising on IT and technology transactions across a range of sectors but has particular experience in acting for clients in (i) the retail and consumer; and (ii) the technology and telecoms sectors.

Samantha has completed several client secondments, including to the in-house legal department of a mobile network operator company where Samantha advised on its marketing campaigns and sales promotions. These secondments have enabled Samantha to obtain a greater understanding of the key concerns and issues faced by the relevant businesses and the sectors they operate in. As a result, Samantha is able to take a commercial view and work seamlessly as an extension of a client's in-house legal team.

Andrew Mills

SENIOR ASSOCIATE

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Specialism: Digital marketing;
Advertising Strategy
Marketing and Data Protection
CAP/BCAP Codes

Andrew's focus is to deliver solutions-based and commercial advice to clients in business areas of data protection, digital marketing, advertising and general commercial law.

Andrew has private practice experience, in-house experience (a 2.5 year secondment with a global UK-based plc in the top 10 of the FTSE), and public practice experience (following a secondment with a large non-departmental public body).

Experience:

- **Digital marketing:** provided legal support (contractual, due diligence and analysis) for a retailer client in respect of its launch of digital marketing campaigns via social media with an annual spend over £1.5 million;
- supported the in-house legal team of a major UK client to release their advertising strategy and increase revenues within a challenging landscape, including advising on new entry points (QR codes, social media marketing, movement to online platforms, developing CRM systems, and drafted numerous marketing supplier contracts);
- **CAP/BCAP:** reviewed, advised on and approved over 100 items of marketing collateral within a fast-paced and heavily regulated area to ensure client compliance with data protection laws and CAP/BCAP Codes;
- **Marketing and data protection:** assisted a public body in drafting numerous marketing guidance documents and templates which were published to the wider public; and
- led numerous training sessions for colleagues across Europe on digital marketing and AdTech, including compliance with cookie rules



Maeve Honey

ASSOCIATE

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Specialism: Marketing and Influencer Agreements
Endorsement Agreements
Prize Draws and Competitions
Retail and Brands

Maeve has a range experience in the consumer sector. Since joining Shoosmiths she has been on two client secondments with an online fashion retailer and a highstreet retailer working on the retailer's terms and conditions, prize draws and social media marketing. She has also advised on a client's standard prize draw terms and conditions and has drafted the standard T&Cs for a start up fashion retailer.



Charlotte Robinson

ASSOCIATE

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Specialism: Marketing and Influencer Agreements
Sponsorship
Prize Draws and Competitions
Advertising Compliance

Charlotte is an Associate in the Firm's Commercial group in Birmingham. Charlotte trained and qualified with Shoosmiths and has spent time on secondment with both Travelodge and Elixir. She provides support to a number of clients and her work has included: outsourcing arrangements; IT; supply of goods and services; distribution; consumer law; and advertising.

Charlotte regularly advises clients across a range of sectors on consumer, brand and sponsorship matters.

Her Advertising/Marketing/Brand experience includes:

- Ambassador agreements for health and beauty, automotive manufacturer, motor sport and hospitality clients.
- Events agreements for health and beauty, veterinary and automotive manufacturer clients.
- Headline sponsorship agreements for health and beauty, veterinary and hospitality (in the context of sporting events) clients.
- Advice on VCA requirements in print promotional materials in respect of WLTP and other regulatory compliance considerations.
- General advertising advice in respect of CAP and BCAP compliance for a variety of automotive manufacturers, including legal sign off of assets for publication across a range of media.
- Advice in respect of the following areas subject to ASA guidance to ensure compliance in marketing materials - Drafting of prize draw and competition T&Cs and corresponding marketing materials for internal and external facing prize draws and competitions for health and beauty, automotive manufacturer and hospitality clients.



DISCLAIMER

This information is for educational purposes only and does not constitute legal advice. It is recommended that specific professional advice is sought before acting on any of the information given.

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