

James Earl Partner

T: +44 (0)20 3036 7300

M: +44 (0)7813 155983

F: +44 (0)20 3036 7800

E: jearl@fladgate.com



Overview

James Earl is a partner in the corporate department at Fladgate.

He is also head of the sports business group.

James is dual qualified, having been admitted both in Australia and in England and Wales and is regarded as one of the leading experts in the UK and international sports and entertainment sector.

His oversees delivery of all sports finance, major events and commercial rights work within the sports business group. With 14 years of experience, he has in-depth expertise of advising all stakeholders across the sports sector. Clients include national and international governing bodies, private and institutional funders and investors, teams and clubs, as well as rights holders, brands and agencies.

He also works extensively within related areas of the entertainment sector, particularly in relation to the staging and promotion of major events, tours and exhibitions.

James is exceptionally well-connected, and his pragmatic guidance is consistently sought by senior stakeholders across the international sports industry.

Recent notable work which he has led on includes acting as sole legal adviser to the delivery vehicles for the London 2017 World Athletics and ParaAthletic Championships.

James is a founding member of The Mullagh Group, an association of antipodeans working in sport in the UK, and is an advisory board member of Pioneers in Sport, an organisation targeting tomorrow's leaders in the UK sports industry.

Expertise

Banking & Finance Law

- Debt Finance

Commercial Law

- Commercial Agency
- Contracts
- Data Protection
- ebusiness
- Intellectual Property
- Outsourcing
- Technology

Corporate Law

- Mergers & Acquisitions
- Private Equity & Venture Capital

Private Client

- Luxury Assets

Industry

Public Attractions

Media & Technology

Leisure

Sports

Location

Fladgate LLP
16 Great Queen Street
London
WC2B 5DG

Contact Us

T: +44 (0)20 3036 7000

F: +44 (0)20 3036 7600

E: fladgate@fladgate.com

DX: 37971 Kingsway

Experience

- In 2018, closing sports finance transactions in the UK, Europe and North America to a combined value in excess of US\$500m, taking the total of all deals closed in excess of US\$1.5bn.
- Representing IRONMAN in relation to its UK legal affairs including all UK-based events.
- Advising Alvaro Morata on his transfer from Real Madrid to Chelsea Football Club in a record value deal.
- Advising the worldwide promoter on the inception and delivery of the “Pink Floyd: Their Mortal Remains” exhibition.

Testimonials

“James Earl is an industry leading expert: he has an excellent practical understanding of the business and finds pragmatic solutions should difficulties arise.”
Legal 500, 2020

“James Earl, who is ‘well connected across the sector’, advised PEAK6 on its investment into AFC Bournemouth.”
Legal 500 2016

“Fladgate LLP enhanced its commercial contracts offering with the recruitment of James Earl, an expert in the UK and international sports and entertainment sector, from Pinsent Masons LLP. In 2016, Earl advised Monster Energy on various marketing and advertising campaigns, including a marketing promotion in association with the Call of Duty computer game.”
Legal 500 2017

“Fladgate LLP bolstered its sports offering by hiring football finance and commercial expert James Earl and senior associate David Quinlan from Pinsent Masons LLP in September 2016. Earl, who is dual qualified in England and Australia, assisted London 2017 and London Championships with governance, financing, insurance and regulatory matters; both clients are the SPVs tasked with delivering the 2017 London IAAF World Athletics Championships and World Para Athletics Championships. He also acted for Ironman on its acquisition of a major UK endurance event. Other clients include Limelight Sports and Mahindra Racing.”
Legal 500 2017

“Fladgate LLP handles soft IP litigation across the media and sports sectors, with particular expertise in publishing and e-publishing. The team also advises on data protection and security, e-commerce, digital media and social media. It acted for Monster Energy on a number of marketing and advertising campaigns. Digital Cinema Media, Odeon Cinemas and Parkway Cinemas are also clients. IP,

International

- China
 - United States
 - Offshore
 - Middle East
 - Asia Pacific
-

Location

Fladgate LLP
16 Great Queen Street
London
WC2B 5DG

Contact Us

T: +44 (0)20 3036 7000
F: +44 (0)20 3036 7600
E: fladgate@fladgate.com
DX: 37971 Kingsway

technology and commercial specialist Eddie Powell heads the team. James Earl, who joined from Pinsent Masons LLP in 2016, leads the sports group”.

Legal 500 2017

Location

Fladgate LLP
16 Great Queen Street
London
WC2B 5DG

Contact Us

T: +44 (0)20 3036 7000
F: +44 (0)20 3036 7600
E: fladgate@fladgate.com
DX: 37971 Kingsway