

Press Release:

Couchmans work with Wasps in new deal

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Couchman Harrington Associates ("CHA"), the leading sports business law firm, acted for London Wasps in their major club sponsorship deal with international IT company EMC. CHA were recently appointed by the new Wasps management team to handle legal matters for the rugby business following a competitive process between leading law firms.

Andy Korman, Head of Sponsorship at CHA, said; "The London Wasps brand is one of the most successful and recognizable brands in rugby and we are really delighted to add them to our roster of blue-chip sports clients. This fantastic deal with EMC is testament to the hard work of the new Wasps management team and the enduring equity in the Wasps brand in what is a very tough sponsorship market."

Mark Rigby, Executive Chairman of London Wasps, commented, "As leaders in their field, CHA were the natural choice for the Club at this important time in its history and we have been greatly impressed by their market knowledge and experience of the rugby world. Andy did a great job in helping things go smoothly with EMC and we believe CHA will play an important role going forward in helping us to achieve our ambitions on and off the field".

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Couchman Harrington Associates is a commercial law firm offering specialist legal advice to the sports industry. The leading independent legal directories say the following about the firm:-

"If you want someone who knows the sports business inside out, these are the guys to call"
(Chambers & Partners)

"A phenomenal sports practice ... there is clear, blue water between CHA and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry" (Legal 500)

"The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings" (Chambers & Partners)

"Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model" (Legal 500)

"The achievement of this firm is incredible ... the country's number one sports boutique" (Chambers & Partners)

"...a very substantial outfit. Such is the firm's strength across the board that every partner wins solid market approval" (Chambers & Partners)

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