

## Press Release:

# Couchmans Helps Secure Aviva's Premiership Rugby Investment

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Couchmans LLP, the leading specialist sports law firm, has acted for insurance and financial services giant Aviva in its groundbreaking deal to become title sponsor of Aviva Premiership Rugby. Couchmans' sponsorship partner Andy Korman, who worked alongside consultants Hill & Knowlton and Aviva's in-house legal team, said "This is a committed, wide-ranging deal that gets to the very heart of top class rugby in this country. We were delighted that Aviva chose to draw upon Couchmans' specialist industry knowledge in this sector".

This is the second major domestic title sponsorship that Couchmans has worked on this summer, after representing The Football League in its title sponsorship agreement with npower.

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**Couchmans is a commercial law firm offering specialist legal advice to the sports industry.  
The leading independent legal directories say the following about the firm:**

*"The UK's leading sports boutique"* (Legal 500)

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

*"Formidably strong line-up ... the firm dominates the commercial side of the sector"* (Legal 500)

*"A phenomenal sports practice ... there is clear, blue water between Couchmans 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)

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