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Rajah & Tann – Official Legal Partner of the 28th SEA Games

Rajah & Tann Singapore LLP is proud to have been selected to be the Official Legal Partner for 28th SEA Games to be held in Singapore from 5 to 16 June 2015. The partnership builds on Rajah & Tann's work with the Sport Singapore (formally Singapore Sports Council) on legal matters over the last 8 years, which included its appointment as legal advisor to the 2009 Asian Youth Games.

Rajah & Tann was one of the first law firms to establish a sports practice in Singapore and has represented international, regional and national sports federations and clubs on a wide range of legal issues such as commercial agreements relating to sponsorships, media rights acquisition and licensing, merchandising and ticketing, regulatory issues, doping control and rule compliance, intellectual property protection, licensing and enforcement and dispute resolution. As sports law encompasses other areas of practice such as employment, contract, media and tort law, Rajah & Tann with its full spectrum of legal services and depth of experience and expertise, is well placed to take on this important role in relation to the 28th SEA Games, and is deeply honoured to do so.

Since working on the 2009 Asian Youth Games, Rajah & Tann has evolved beyond its roots as a home grown Singapore law firm to become a regional firm with offices in almost all of the countries that are participating in the SEA Games, namely Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand and Vietnam. The Rajah & Tann Asia network brings together leading lawyers across Southeast Asia with a common vision of delivering the highest standards of legal services to local and international clients.

As the Official Legal Partner of the Games, we will be advising, preparing and negotiating on the various legal documentation necessary for the hosting and staging of the Games in Singapore. These include agreements on sponsorships, media rights, marketing, merchandising, licensing, venue hire, logistics, ticketing, and participation by athletes and torch relay runners. We will also review risk factors and advise on legal liability management, doping control rules and procedures, and the resolution of competition-related disputes that may arise from or during the Games, as well as provide legal support on matters relating to the protection and enforcement of intellectual property rights.

The synergies and parallels between Rajah & Tann Asia and the SEA Games bear mention:

1. Both provide the platform for nurturing the best talents in Southeast Asia – one in the field of law, the other in sports;
2. Both our lawyers and the athletes of the SEA Games seek to achieve the highest standards of performance and excellence, while upholding the principles of fair play and integrity; and
3. Like the SEA Games fraternity, our regional network strives to foster a spirit of co-operation and collaboration amongst diverse cultures in Southeast Asia.

Well-equipped with cultural knowledge and local legal expertise, Rajah & Tann Asia offers our clients *Regional Coverage* and at the same time *Home Advantage* - an equally apt description of the 2015 SEA Games to be hosted in Singapore. The partnership is an ideal platform for the firm to show its support for sports and the community. It will also enable the firm to further build on its sports law experience which may be useful for future editions of the SEA Games when they are hosted in the other member countries in which Rajah & Tann Asia has a presence.

If you have any queries on the above, please feel free to contact Lau Kok Keng at kok.keng.lau@rajahtann.com / +65 6232 0765, or Darren King at darren.king@rajahtann.com / +65 6232 0748.

For more information on our Intellectual Property, Sports and Gaming Practice, please click on this [link](#).