

WINNER

Harbottle & Lewis

ROBERT MITCHELL; DALTON ODENDAAL

Vodafone's sponsorship deal with UEFA

An already outstanding performance by Harbottles' sponsorship team – headed by Mitchell and Odendaal – was topped off by one of the most talked-about sponsorship deals of the year.

The leading media and entertainment specialist firm had already advised on some of the major sponsorship deals of the year, notably Samsung's big-money sponsorship of Chelsea. As the year came to a close, it advised Vodafone, which became one of the six primary sponsors of the UEFA Champions League from the beginning of the 2006/07 season. The completion of this deal was announced at the same time as Vodafone's termination of its sponsorship of Manchester United, on which the firm had previously advised Vodafone.

Harbottles also advised Vodafone on its appointment as title sponsor of the McLaren Mercedes Formula One team. As well as the usual sponsorship aspects, both transactions involved Vodafone's appointment as the official mobile partner of the UEFA Champions League and the McLaren Mercedes Formula One team, respectively.



Robert Mitchell (centre) accepts the TMT award from Bryan Roberts of ADERANT

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Previous winners of this award have included: BIRD & BIRD in 2005; LOVELLS in 2004; DLA in 2003

HIGHLY COMMENDED

BAKER & MCKENZIE

Jenni Rutter

Rutter led Baker & McKenzie's advice to Cisco Systems on its successful global IP enforcement programme. During the year, she worked with fellow partner Paul Rawlinson and eight associates in London to manage a team of partners and associates in 21 of the firm's offices worldwide. The programme has resulted in the most severe criminal penalties for IP infringement in China to date.

BIRD & BIRD

Nick Perry

The market-leading telecoms group at Bird & Bird proved its standing again in 2005 with involvement in some of the biggest and most ground-breaking projects. In a

HERBERT SMITH; STIBBE

Alex Bafi; Derk Lemstra

Herbert Smith and Stibbe reaped the benefits of the network, advising on the largest tech-sector listing since 2000. Partners Bafi, Lemstra, and Heleen Kersten led the cross-border team that advised TomTom, the provider of personal navigation products, on its €1.9bn IPO. Partners Stef van Weeghel and Jaap van Slooten provided further support.

MILBANK, TWEED, HADLEY & McCLOY

Laurence Jacobs

Since his arrival from Allen & Overy, Jacobs has successfully built one of London's leading outsourcing teams. In Sean Keaton and Joel Harrison, he has brought on board two of the City's most talented technology assistants. The team is now advising on the UK's biggest public sector and biggest private sector projects.

ROITER ZUCKER

Warren Roiter

Roiter Zucker may not conform to the norm of firms that act for international pharmaceutical clients: being based in north-west London rather than the City or the West End. Nevertheless, senior partner Warren Roiter ensured Roiter Zucker had an outstanding year, acting on life sciences deals worth in excess of £200m, which saw the firm increase fee income from the sector by 90%.

Harbottles' team worked on one of the most talked-about sponsorship deals of the year.

notable example, Perry led the team that advised Ericsson on its largest-ever services management contract to run 3's UK mobile network, a deal worth in excess of \$3bn.

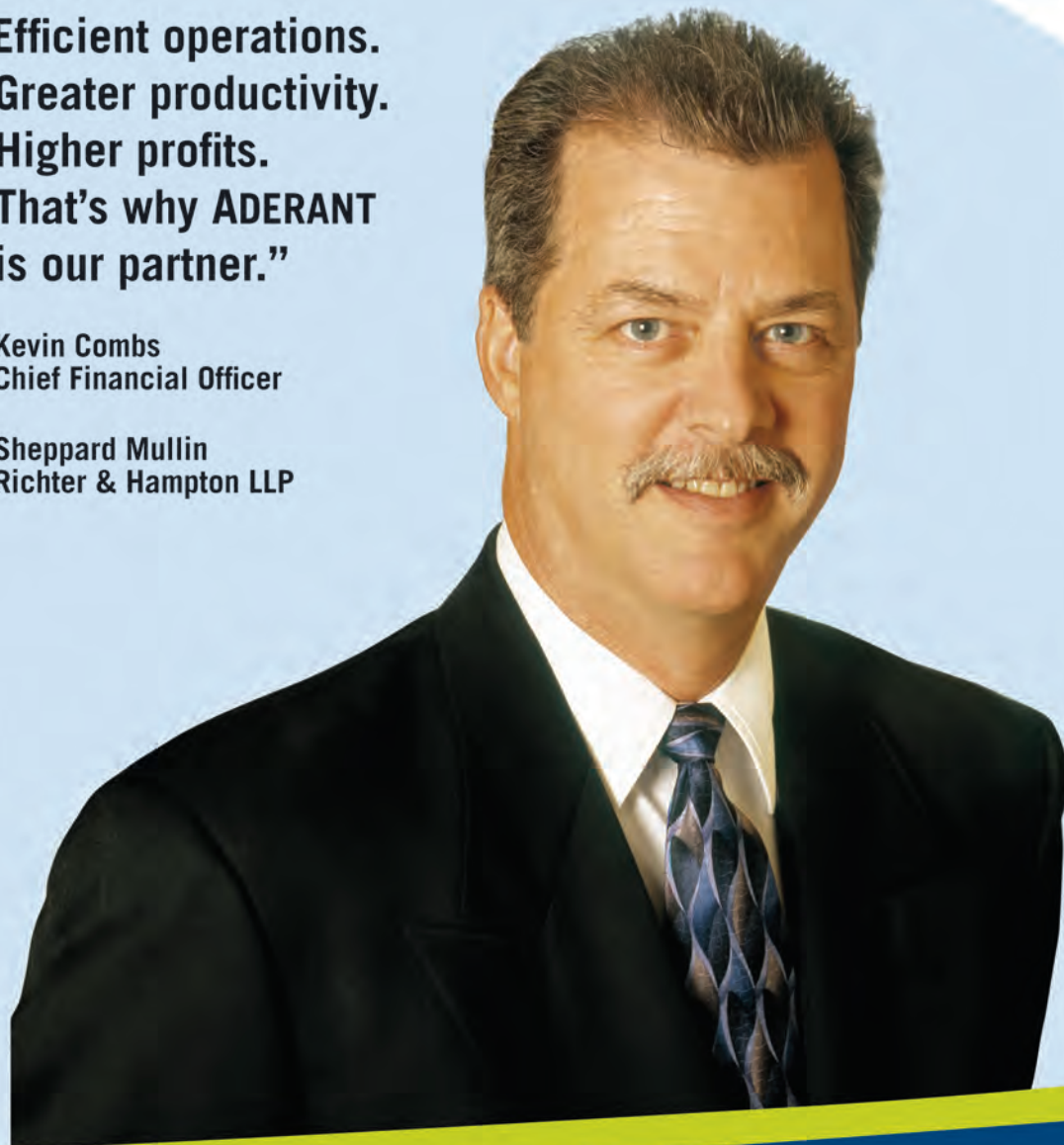
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