

# TMT team of the year

## WINNER

# Baker & McKenzie

**Harry Small; Peter Strivens; Michael Hart**

*A stream of cutting-edge work across the sector*

The London office of Baker & McKenzie has an established reputation as market leaders in the TMT sector. This is largely due to the efforts of Harry Small, the inimitable head of the IT and communications group. Under his auspices, the team has positioned itself as well as any, and better than most, to take full advantage of the move towards convergence currently sweeping across the TMT landscape.

This was exemplified throughout another outstanding year for the firm's ICT group, during which its partners featured on several of the highest-profile matters across the sector. Any number of these might have justified the team being shortlisted for this award. Taken together, they constitute an overwhelming case for Small's team winning this year's award.

An array of impressive matters includes sterling work for Accenture in its escape from the NHS IT programme. A talented triumvirate – Christina Demetriades, Tom Cassels and Michael Hart – advised on the transition of the £2bn contracts to CSC, handling the

glare of intense media scrutiny with aplomb. Another high-profile matter saw the firm representing O2, Vodafone, T-Mobile and Orange on the mobile operators' challenge to the music collection societies – the PRS and MCPS (working together as the Music Alliance) – over payment of royalties for the supply of digital music. The team also continued to advise clients at the cutting edge of convergence, such as Yahoo!, 3, and Apple Inc.



(L-R) Michael Hart, Christina Demetriades and Ben Allgrove of Baker & McKenzie, with Don Howren of ADERANT

## HIGHLY COMMENDED

### BRISTOWS

**Paul Walsh**

Despite high-profile departures, Bristows retains its standing as London's leading intellectual property-focused firm. Managing partner Walsh again showed his standing at the forefront of the market, acting for one of the UK's leading fashion retailers, French Connection, in defending the use of the controversial FCUK branding. He won a judgment that gives the most detailed and comprehensive discussion of how morality and public policy affect intellectual property rights.

### HERBERT SMITH

**Nick Elverston; Gavin Davies**

Herbert Smith has consistently handled some of the major cross-border TMT-related corporate matters in

Working closely with the AOL in-house team headed by Tony Wales, the bespoke deals were completed against a backdrop of considerable time pressure.

### KIRKPATRICK & LOCKHART PRESTON GATES ELLIS

**Rachel Boothroyd**

Boothroyd led a sizeable team that undertook one of the largest advertising deals in the world, acting for Viacom Outdoor (now known as CBS Outdoor) on its project to regenerate and digitise London Underground's advertising stock. The ambitious deal aims to make it the most technologically advanced transport advertising system in the world, including digital escalator panels and cross-track projection, giving passengers on platforms a cinema-style experience. It will significantly improve the ambience of underground stations and generate increased revenue for London Underground.

### OLSWANG

**Selina Potter**

If a reminder is needed of Olswang's inextricable links to TMT, this deal provides it. Potter and her team have demonstrated yet again that they operate at the cutting edge of the sector, advising one of the firm's most high-profile and longstanding clients, the BBC, on the digital switchover. The firm played a strong role supporting BBC general counsel Nicholas Eldred and his in-house team in their work with the corporation's distribution, procurement and finance teams. This is a key milestone in the development of broadcasting and the largest broadcast engineering project in the UK.

## Baker & Mckenzie did sterling work for Accenture, aiding its escape from the NHS IT programme.

recent years. Elverston and Davies distinguished themselves advising on a series of transactions in which AOL sold its internet access businesses in Germany, France and the UK, putting in place ground-breaking arrangements whereby AOL will be exclusive supplier of 'audience services' to each of the purchasers.

10th  
anniversary

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