

TMT team of the year

WINNER

Olswang

Nigel Swycher

Post Office/BT strategic partnership

Having joined Olswang as head of technology in April 2007, the former Slaughter and May IP/IT chief got off to a flying start. Swycher's first deal for the firm saw him and his team advise the Post Office on its £750m strategic partnership with BT – the largest single contract ever signed by BT Wholesale.

The Post Office's procurement from BT of a managed voice and broadband communications service is a perfect example of the continued convergence between the various content and delivery platforms in the sector. It also reunites two components of the former General Post Office, from which BT effectively spun off in 1981.

The deal required Olswang to demonstrate considerable Ofcom-related regulatory expertise, for which Natasha Hobday can take great credit. Clare Wardle, head of the Post Office legal department, said: 'The level of support received from Olswang allowed us to close this deal within an aggressive timetable.'

TMT remains at the core of Olswang's practice: with 20 partners, it represents a quarter of the firm. The wider group

again demonstrated its market-leading prowess through advice on a series of the sector's highest-profile matters. Most notably, this included advising Skype on its landmark deal with Hutchison to launch a free mobile network across seven territories. It also acted for Microsoft on the largest UK Custom License Agreement with NHS Connecting for Health, and Enercon on its patent dispute with Vestas.



(L-R) Clive Gringras and Nigel Swycher of Olswang accept the award from Jeremy Hill of *Legal Technology Journal*

HIGHLY COMMENDED

BIRD & BIRD

Lorna Brazell; Morag Macdonald

Brazell and Macdonald scored an impressive win for Reckitt Benckiser in its defence of a registered Community design infringement claim by Procter & Gamble, relating to the container of its Air Wick Odour Stop air freshener. The case, which saw a High Court ruling in favour of P&G successfully overturned at appeal, was the first application of a Community design right at appellate level.

One rival IP partner commented: 'They worked wonders in achieving what was a precedent-setting breakthrough.'

K&L GATES

Warren Phelops

K&L Gates handled one of the sector's largest deals of 2007, advising the International Cricket Council (ICC) on its \$1bn sale of an eight-year global media rights package for 18 ICC events. The deal raised almost double that of any other rights sale in cricket's history. The firm has advised the sport's governing bodies on all but one of the World Cup media rights sales covering 1996 to 2015.

LINKLATERS

Marly Didizian

Detractors habitually suggest that Magic Circle firms don't have TMT practices. Linklaters proves otherwise. Didizian and her team again demonstrated their breadth of expertise through a range of diverse deals,

advising the Qualifications and Curriculum Authority on its £150m second-generation outsourcing for Key Stage assessment tests, National Grid on its £2.5bn sale of National Grid Wireless to Macquarie, and nine leading European investment banks on creation of the 'Project Turquoise' trading platform.

POWELL GILBERT

Simon Ayrton; Zoë Butler; Penny Gilbert; Tim Powell; Alex Wilson

Having only spun-off from Bristows in March 2007, this newly established intellectual property boutique has already carved a strong name for itself. The firm has achieved rapid growth through a number of hires, and saw its ambition justly rewarded with an instruction to advise Human Genome Sciences on its High Court patent dispute with Eli Lilly.

SJ BERWIN

Richard Slowe

When *OK!* magazine's long-running dispute with *Hello!* over the publication of 'spoiler' photographs of Michael Douglas and Catherine Zeta-Jones's wedding reached the House of Lords, SJ Berwin achieved a favourable ruling on confidentiality and the restoration of damages. The case resulted in clarification of the laws regarding breach of confidentiality and unlawful interference with business.

Martin Ellice, joint manager of Northern & Shell, said: 'The firm was able to grasp the intricacies very quickly, even though they were brought in at a later stage.'

Legal Technology Journal

Maximising client service and profitability

Legal Technology Journal analyses the role of technology within law firm practice management and business development from a strategic perspective. It focuses on:

- ▶ The business objectives behind a particular project
- ▶ The issues encountered during the course of that project
- ▶ The lessons learned
- ▶ How the finished project compared with the original expectations
- ▶ Whether the business objectives of the firm were satisfied

Joanna Goodman is the editor-in-chief of **Legal Technology Journal**.

The articles published are commissioned from 'thought leaders' and experts actively involved in the management and strategic development of law firms.



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