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# Appleby helps 35th America's Cup Navigate Legal Waters

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Official Law Firm provides valuable legal services as partner of 'greatest race on the water'

Locations

Bermuda

Leading offshore law firm Appleby provided a wide range of legal services to the 35<sup>th</sup> America's Cup in the lead-up to the competition.

After being selected in December 2014 as the Official Law Firm of the 35<sup>th</sup> America's Cup, Appleby provided comprehensive guidance on multi-disciplinary matters, including commercial contracts, broadcasting licenses and intellectual property work, website and WiFi use terms and conditions, parking terms and conditions, news agency distribution agreements, charities advice, lottery advice and health and safety advice.

"Being the law firm of record for the 35<sup>th</sup> America's Cup is a once-in-a-lifetime opportunity and we embraced the challenge of helping to ensure that the competition was a success," said Michael O'Connell, Global Managing Partner of Appleby. "We relished the opportunity to work hand-in-hand with the America's Cup team and provide them with all of the legal services that they needed to guarantee the success of this fantastic event. At the same time, by supporting this wonderful event we were able to further strengthen and deepen our ties to the local communities."

Appleby's work for the America's Cup included acting as Bermuda counsel for incorporating and organising the company, America's Cup Event Authority (Bermuda) Ltd., to organise and manage the 35<sup>th</sup> America's Cup; acting as Bermuda counsel for incorporating and organising the company, Oracle Racing (Bermuda) Limited, to act as a competitor and Defender of the 35<sup>th</sup> America's Cup; and acting as Bermuda counsel for establishing a local company, Travel Places, the official accommodations provider of the competition, to provide travel and accommodation solutions.

Additionally, Appleby assisted with the incorporation of Endeavour Community Sailing, a Bermuda company trading as America's Cup Endeavour whose purpose is to provide unique sailing opportunities for Bermuda's youth, as well as registering the local company under the

new regulations and restrictions of the Charities Act 2014. Appleby was also a sponsor of the America's Cup Endeavour Program, which has engaged more than 1,550 students, ages 9 to 12 across Bermuda, introducing them to sailing in an interactive education program, which features a Science, Technology, Engineering, Arts, and Math curriculum referred to as "Steam through Sailing".

To further support this program, Appleby also partnered with the Jersey Royal Channel Islands Yacht Club sending two cadets to participate in the America's Cup Endeavour Program in Bermuda.

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