

SEMINAR

## SPORT LAW AND AMBUSH MARKETING: REVIEW AND LAW REFORM

**Mr. Paul A Czarnota**

**Barrister, Victorian Bar and Attorney, New York Bar**

**Chairperson: Associate Professor David Tan, NUS Law**

**14 AUGUST 2018, (TUESDAY), 6.00 PM – 7.15 PM (REGISTRATION STARTS 5.30 PM)  
NUS LAW (BUKIT TIMAH CAMPUS), EU TONG SEN BUILDING LEVEL 1, LEE SHERIDAN CONFERENCE ROOM**

### ABOUT THE SEMINAR

The practice of "ambush marketing" generally refers to marketing practices or advertising campaigns designed to create the false or misleading impression to consumers that there exists some link or association between the advertiser and a sports event, where no such association exists. While one judge described the practice of "ambush marketing" as "mildly amusing", "ambush marketing" tarnishes the commercial value of official sponsorship of sports event, thereby threatening an important source of revenue required for the continued success and viability of such events.

This seminar will look at some of the major "ambush marketing" campaigns carried out with respect to major sports events such as the Olympic Games and Tennis Grand Slam events, and consider the lawfulness of such campaigns under several common law jurisdictions. The seminar will also look at the treatment of such practices under Singapore law.

### ABOUT THE SPEAKER



Mr Paul Czarnota practices as a Barrister of the Victorian Bar, Australia. He is also admitted as an Attorney to the New York State Bar. As a Barrister, he maintains a broad and varied common law, commercial litigation and arbitration practice, with a particular focus on torts (personal injury and insurance) and sports law. He regularly advises and appears for athletes and sports governing bodies in sports-related disputes

including anti-doping, match-fixing, and disciplinary matters, sits on sporting tribunals and arbitration panels, and was a former board member of BMX Victoria. In 2018, Paul taught "Sports Law" at the NUS Law as a Visiting Senior Fellow of the Faculty. He also teaches Sports Law units as a Senior Fellow of the University of Melbourne and Monash University. Paul has Bachelor of Commerce and Bachelor of Laws (with Honours) degrees from Monash University, and a Master of Laws degree from the University of Melbourne, where he specialised in sports law. He is widely published on various sports law issues.

### PROGRAMME

5.30pm : Registration & Reception  
6.00pm : Seminar by Paul Czarnota  
7.00pm : Q&A Session  
7.15pm : End of Seminar

### REGISTRATION

There is no registration fee for this seminar, but seats are limited.

Visit <https://tinyurl.com/y7fe49nr> or  
Scan the QR Code below to register by  
08 Aug 2018 (Wednesday) 12 noon



### CONTACT PERSON

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**Public CPD Point: 1**  
**Practice Area: Corporate / Commercial**  
**Training Level: Foundation**

*Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes signing in on arrival and signing out at the conclusion of the activity in the manner required by the organiser, and not being absent from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.*