



GUY SWILLINGHAM

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BIOGRAPHY

Guy is a senior commercial, technology and media lawyer.

He negotiates contracts and provides non-contentious legal advice in many sectors including technology, media, telecoms, automotive, retail, rail, aviation, utilities and government. With a background in media and technology businesses, his work often involves commercialising IT, IP and media assets.

Recognised by the Legal 500 as a “brilliant transactional lead”, he is highly experienced in transactions of all sizes including large, complex projects. With previous senior legal counsel roles at Ericsson and Infosys, two of the world’s largest providers of outsourced services, Guy is expert in managed services, often with a cross-border element.

Clients appreciate Guy's experience gained in house in engaging with all areas of a business, bringing stakeholders together, understanding their motivations and helping shape transactions.

GENERAL COMMERCIAL AND IP

Guy advises on a wide range of matters including IP licensing, IP assignments, service agreements, outsourcing (including business process outsourcing), procurement, sale and purchase of goods, standard terms and conditions, asset loans, collaboration agreements, facilities management agreements and RFPs and other bid processes.

TECHNOLOGY AND TELECOMS

Experience in technology companies and a keen interest in coding and electronics mean that Guy understands the systems at the heart of the deals he works on. This helps him bridge the gap between technical teams and the needs of the contract and spot and resolve issues that others overlook.

Guy's technology work includes outsourced managed services, software and platform licensing, software development, IT support services, licensing and implementation of ERP systems (including SAP and Oracle), application management services, data migration, data centres, cyber-security, research and development agreements, integration services, sale and purchase of hardware, support and maintenance services, off-shoring, telecoms, mobile phone networks, connectivity, networking and data licensing.

MEDIA

Guy's career began in television broadcast and production. Clients appreciate that he speaks the language of media and understands their pressures and goals. By combining his technology legal work with a deep understanding of the media sector, he has unique experience in deals for media technology systems and services.

Media production:

Presenter agreements, actor agreements, influencer agreements, musician hire, composer commissioning, crew hire, agent-talent agreements, manager-talent agreements, contributor consent forms, location agreements, production company services, footage licensing, stills licensing, equipment hire, live production services, venue hire, studio hire and post-production services.

Media deals:

Agreements for programme commissioning, film and programme acquisition, production of commercials, media campaigns, sponsorship, endorsement, naming rights, trailer production, animation commissioning and creation of television channel branding.

Media technology:

Agreements for television channel play-out, streaming platforms (live and VOD), media management, encoding, versioning, access services (including live subtitling, pre-recorded subtitling, audio description, in-vision signing), content discovery (including provision of metadata, programme descriptions and EPG content), media graphics systems and set-top boxes.

LEGAL TRAINING FOR PROCUREMENT AND SALES TEAMS

Guy provides training to in-house sales and procurement teams on essential legal basics for deal-makers and top tips for reducing negotiation, avoiding contracting pitfalls and getting deals through.

TECHNOLOGY TIPS FOR IN-HOUSE COUNSEL

As technology becomes more complicated, it is hard for lawyers to keep up with the systems being traded in the contracts that they work on. Guy presents sessions to in-house legal teams explaining the fundamentals of current technologies and addressing the legal issues that they present in contracts.

RECOGNITION

On top of his usual client work, the pro bono legal help that Guy gives to charities and non-profits has seen him admitted to the Pro Bono Recognition List.

ADMISSIONS

- England and Wales

RELATED PRACTICE AREAS

- Power
- Water & Utilities
- Central & Local Government
- Higher Education Technology Development & Commercialization
- Zero Emission Vehicles & Charging Infrastructure
- Hotels and Hospitality
- AdTech
- University Technology Development, IP Protection & Commercialization
- Software, Cloud Subscription & Systems Integration
- Digital Transformation & Emerging Technology

- Food & Agribusiness
- Retail & Consumer Products
- Sports & Entertainment
- Sports & Entertainment Contract, Endorsement & Celebrity Representation Practice
- Anti-Doping Practice
- Sports & Event Venue Real Estate Infrastructure and Operation
- Naming Rights & Sponsorship Practice
- Sports & Entertainment M&A Practice
- Sports & Entertainment Specialty Counseling Practice
- Entertainment Industry Practice
- Sports & Event Financing
- Olympic & National Governing Body Practice
- Professional Sports Team Practice
- UK Public Company
- Corporate Carve-Outs & Transitions
- Marketing & Advertising
- Crypto and Digital Assets
- Data Center & Digital Infrastructure Team
- Outsourcing
- Commercial Contracts
- Technology Transactions
- Corporate

EXPERIENCE

- US tech giant:
 - Media technology project.
 - Hardware leasing.
 - General commercial advice.
- Global sports brand: Advice on using music in advertising campaigns.
- IT outsourcing business: Long-term managed services agreement for transformation of a multinational vehicle manufacturer's IT estate.
- BT: Large-scale migration of IT estate to supplier for transformation to digital infrastructure and ongoing management.

- Global tech company: Deprecation of wearable technology.
- National utilities provider:
 - Procurement of cloud services.
 - Procurement of ERP systems.
- International airport: Procuring next-generation passenger baggage scanning systems and related support services.
- Global car hire and leasing business:
 - Procuring telematics systems for vehicles.
 - Procuring software and IT integration services.
 - B2B motor vehicles leasing services.
- Train technology: A ground-breaking project to generate, process and distribute live data about the status of the train network.
- Road Chef: Outsourcing of facilities management services for all UK service stations.
- Global network business: Sale of its EMEA network including undersea cables, landing stations and associated services.
- IT services provider: Multiple high-value agreements for provision of managed IT services to customers.
- Media services provider: Provision of streaming platform and linear television play-out services.
- Media services provider: Provision of broadcast metadata and content discovery services.
- Creative agency: Provision of commercials and trailers to customers. Media production agreements. Content acquisition agreements.
- Real estate businesses: Filming location agreements and contributor release forms.

RELATED INSIGHTS

News

Dec 12, 2024

BCLP advises BGC Group with the sale of Rates Compression business Capitalab

News

16 February 2024

BCLP assists Roadchef to appoint Phosters as UK-wide facilities manager

BCLP assists Roadchef on its appointment of Phosters as new facilities manager of Roadchef's entire UK-wide estate of roadside service stations.

News

Jan 27, 2023

BCLP advises Dragonfly on its sale to FiscalNote Holdings, Inc.