



ABIGAIL JAMES

Associate
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BIOGRAPHY

Abbey has experience in advising on technology, commercial and outsourcing matters, with experience working with clients in the telecommunications and marketing sectors on a broad variety of commercial transactions and advertising issues.

Abbey also works with clients across a variety of other industries and sectors, including financial services, retail, IT and real estate.

Abbey spent time working in house for a large global media agency, where she provided legal support on a wide range of commercial and corporate issues including marketing services agreements, intellectual property matters and agency agreements.

ADMISSIONS

- New Zealand

RELATED PRACTICE AREAS

- Media & Communications
- Software Audits
- Digital Transformation & Emerging Technology
- Outsourcing
- 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
- Commercial Contracts
- Technology Transactions
- Corporate
- Real Estate Sector
- Corporate Carve-Outs & Transitions
- Marketing & Advertising

EXPERIENCE

- Advised BT group on a strategic digital and IT transformation project worth £1 billion, one of the largest IT outsourcing deals in 2022 to migrate the BT Group from its existing technology estate to a new state of the art digital infrastructure.
- Advised a leading headwear business on its distribution and agency arrangements in the UK and Europe.

- Advised a real estate fund on various marketing services arrangements for the advertisement of its various commercial and residential properties.
- Advised a global rental car company on a number of vehicle rental, car club and fleet service tenders for public and private organisations.