



## **KATE JEFFERY**

Associate Director London

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#### **BIOGRAPHY**

Kate is an Associate Director in the Technology and Commercial team, and is experienced in advising on a wide range of complex commercial arrangements, including business process and IT outsourcing agreements, bespoke commercial arrangements, sponsorship, marketing, advertising, partnership and collaboration agreements, technology agreements and strategic divestments.

Kate works with clients across multiple sectors, including sports, media and entertainment, marketing, telecommunications, retail and consumer products, financial services, transportation, and real estate.

Kate has experience advising a variety of clients, from fast growth start-ups to FTSE 100 organisations, including Tesco, where she spent 3 months on secondment as a legal advisor in the

commercial contracts team, and BT. She has been recognized as a "Leading Associate" by Legal 500 UK 2025 in Commercial Contracts, and in Best Lawyers (UK) 2024 as "One to Watch" in the area of Information Technology Law.

#### **ADMISSIONS**

England and Wales

#### RELATED PRACTICE AREAS

- Marketing & Advertising
- Digital Transformation & Emerging Technology
- Olympic & National Governing Body Practice
- Professional Sports Team Practice
- 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
- AdTech
- Outsourcing
- Retail & Consumer Products
- Sports & Entertainment
- Commercial Contracts
- Technology Transactions
- Corporate
- Litigation & Dispute Resolution
- Corporate Carve-Outs & Transitions

#### **RELATED INSIGHTS**

Insights

Oct 07, 2024

Understanding consumer law when conducting influencer marketing campaigns in the EU and UK

News

Oct 02, 2024

## The Legal 500 UK ranks BCLP in 52 practice areas and recognizes 69 lawyers as "leading individuals"

News

Sep 16, 2024

# BCLP advise Burstone on their strategic partnership with Blackstone in relation to its €1.1bn pan-European logistics portfolio

Insights

Aug 07, 2024

#### Al and the Games - embracing a new age for sports

The Games have kicked off in true Parisian style and is promising to be a groundbreaking spectacle, not just for the inspirational athletic feats we are certain to see but also for the innovative use of artificial intelligence (AI) tools that will feature more prominently than ever before. These advancements are set to play a transformative role in the Games, enhancing athletes preparation for, and experience in, the Games as well as for spectators and viewers worldwide. We have taken a closer look at some of the use cases of AI in the Games.

Insights

Jul 10, 2024

#### Technology takes centre stage at UEFA Euros 2024

The UEFA Euro 2024 men's competition is reaching the business end of the tournament, with teams from across the continent battling it out in the knock-out stages to be crowned champion of Europe. In the second instalment of our Euros series (please see our article on the use of IP at Euro 2024), we are focusing on the advanced technology being used at the tournament - such as the deployment of connected ball technology and semi-automated offside technology to expedite the review process and improve the accuracy of VAR (Video Assistant Referee).

Insights

Jun 25, 2024

#### Euro 2024 and intellectual property - what's in play?

News

Jun 20, 2024

#### 33 BCLP lawyers recognized in Best Lawyers in the UK ranking 2025

Insights

Jun 14, 2024

#### Technological advancements in Rugby: Smart Mouthguards and Player Safety

In a ground-breaking move to redefine player safety standards, Rugby Union has introduced smart mouthguard technology in an innovative approach to automatically withdraw players from the field who are suspected of sustaining head injuries.

Insights

Jan 31, 2024

## Don't be shy, disclose Al!