

Pinsent Masons LLP has been advising companies operating in the gambling sector for many years. We advise both operators and suppliers, and in relation to both remote and bricks-and-mortar gambling including spread betting. We work with clients on large and small scale IT and commercial contracts, corporate transactions, disputes and fraud investigations. We are a full service firm and of course also offer supporting services relating to property, tax, employment and pensions. Our particular experience in the gambling sector includes:



## IT Contracts for Remote Gambling

Acting for **William Hill** in relation to:

- an agreement with Playtech Software Limited, the AIM-listed international online gaming software provider, for the provision of an online casino, poker and bingo games system and related services to William Hill Online, a new joint venture between William Hill and Playtech
- a suite of agreements with Orbis Technology, a leading provider of integrated gaming and betting solutions, for the development and support of a major new software system to facilitate William Hill's online and telephone betting services
- a major casino and poker software licensing and IT outsourcing re-negotiation with gaming industry software provider CryptoLogic Inc; concluded in late 2006, this agreement recognised amendments to US and UK gambling legislation. We subsequently advised on amendments to this contract resulting from relocation of William Hill's online casino and poker operations to Malta

Advising **Genting Stanley Alderney**, a subsidiary of Singapore-listed Genting International Plc, on an agreement with Playtech Software Limited for the provision of a new online casino and poker games system for the new online Circus Casino. In 2007 the Genting Group acquired Stanley Leisure (now trading as Stanley Casinos) and now owns three of the UK's most popular land-based casino chains – Circus, Mint and Maxims

Advising **Cashcade** on a contract with Cytech and GlobalCom in relation to instant games and bingo software

## Corporate

Acting for the shareholders of **Million 2 1**, a leading UK service provider for prize competitions, voting, lotteries and other interactive facilities, on its sale to International Game Technology, a New York Stock Exchange listed company which is a leading gaming machine manufacturer and online casino software supplier

Advising **KL Capital AB/TMD Holdings BV** on the disposal to Ladbrokes of the entire issued share capital of Sponsio Limited, a Scandinavian online gaming company

Acting for **Victoria Holdings** on the acquisition of the John Huxley group of companies which supply the casino, slot machine and leisure industry

Advising **Harrah's** on disenfranchisement provisions in a joint venture agreement

Advising the **management of Coral Eurobet** on the £860 million secondary buy-out by Charterhouse Development Capital

## Spread betting

Our team includes former FSA staff members. We advise on whether arrangements for spread betting and other CFDs require FSA authorisation and deal with applications for FSA authorisation. We also advise on terms and conditions for spread betting, advertising and financial promotion requirements, client handling rules and capital requirements.

## Commercial Work

Advising **Ann Summers** on a white-labelling agreement with St Minver for online casino and bingo games

Advising **William Hill** in relation to a sponsorship agreement with PokerEvent AB under which William Hill was the exclusive gaming company sponsor of the poker cruises PokerEvent arranged on Stena Line ferries between Oslo and Frederikshavn during 2006 and 2007

Advising **Victoria Holdings, trading as TCS John Huxley** on an agreement with Sporting Index for the supply of kiosks and related hardware and software to enable Sporting Index to enter into contracts with casino operators (subject to Gaming Board approval) for the location of the kiosks on casino premises for use in connection with sports spread betting products

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Advising **Harrah's** on preparation of a parent company guarantee in favour of the Alderney Gambling Control Commission in relation to online gambling conducted by a group company licensed in Alderney

Advising **East West Management**, for the purposes of providing services to related company Pacific Delta Investments Limited, trading as World Games Inc, in relation to a multi-level marketing scheme involving a casino game, virtual stock market game, sweepstake and lottery, including as regards whether the scheme was a collective investment scheme under Financial Services and Marketing Act and the application of Trading Scheme Regulations

Advising **Austrian Gaming Industries GmbH** on sale and distribution agreements for electronic roulette machines, casino slot and video jackpot machines in the UK and elsewhere

Advising **Novo Gaming UK Limited** on standard terms of supply for gaming machines

## E-Commerce and Data Protection

Advising various online gambling companies on their **website terms of use and related data protection issues** including exploitation of customer databases and transfer of data to the US

Advising various online gambling companies on **affiliate marketing and referral schemes**

Advising payment provider **Earthport** in relation to preparation of standard terms for the supply of its online payment solution

Advising **William Hill** in relation to terms and conditions of various e-payment providers eg PayPal, including their approach to customers using their services to make payments to gambling service providers

## Disputes

Advising a **major UK operator** in relation to various claims commenced by customers following disputes with licensed betting shops and online operations

Advising **William Hill** on:

- the successful defence of claims of defamation, passing off by false endorsement, and breaches of personality rights, the Data Protection Act, Article 8 of the European Convention on Human Rights and the French Civil Code
- domain name disputes including assertions of trade mark infringement and passing off

## Fraud

We advise clients on fraud, asset recovery and investigations. Our fraud and investigations team includes lawyers specialising in fraud and asset recovery, in-house forensic accountants and intelligence specialists, and former prosecutors and law enforcement professionals who have valuable insight into how best to handle regulatory and other criminal authorities.

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**This note does not constitute legal advice. Specific legal advice should be taken before acting on any of the topics covered.**

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