



Mel Stephens – Expert Witness/Non-Executive Director Profile

Education and Professional Qualifications

BA Economics (University of Southern California, 1967)
Juris Doctor (University of California, 1974)
Admitted to the practice of law in California and the District of Columbia (1974)
Authorized to practice in England and Wales by the Solicitors Regulation Authority
Doctor of Philosophy (Oxford University, 1984)
Author, *International Business and National Jurisdiction* (Oxford University Press, 1988)

Key Client Relationships – Past and Present

Reebok (Managing Director – Non-Exec)	Umbro (Management Board)
Deckers (UGG, Teva, etc.)	Radley
Americana (Bench) (Management Board)	Nike
Repetto	Harley Davidson

Core Expertise

In depth legal and commercial expertise in all areas of international distribution and licensing.

Experience

A U.S.-qualified attorney and with doctorates from Oxford University and the University of California. Founder (1983) and senior partner of Stephens & Associates Ltd., a London based international legal firm (www.stephensandassociates.com). Co-author of *International Business and National Jurisdiction* with the late Sir Alan Neale (Oxford University Press – 1988). Until June 2016, Managing Director (Non-Exec) of Reebok International Limited, the principle holding company of the Reebok Group.

Negotiated and drafted literally hundreds of international distribution and licensing agreements over the past 30 years. Managed more than 20 terminations which is perhaps where his expert witness services can be most helpful. Although Mr Stephens provides legal advice to his clients he is also a key business advisor and as such generally renders his expert witness services in terms of custom and practice in the sports and fashion industries rather as a technical legal expert.

Instructed as an expert and key witness in a number of significant arbitrations over the past ten years. The first was in connection with the termination of the Latin American licensing rights for a major U.S. based sports brand. A second involved the termination of a European license for one of the largest UK-based sports brands. Instructed in 2014 on behalf of the terminated European licensee of another U.S. based sports fashion brand. Most recently retained in relation to the termination of the Middle Eastern licensee of a major Italian footwear brand. Each case involved detailed written submissions as well as extensive cross examination by opposing counsel.

Contact

Mr Stephens is based in London but travels extensively. He can be reached by email at mel@stephensandassociates.com and by telephone at + (44) (0)20 7930 2500.

STEPHENS & ASSOCIATES LIMITED

11/12 Pall Mall London SW1Y 5LU England

Telephone +44 (0) 7930 2500 Facsimile +44 (0) 20 7930 0083

E-mail info@stephensandassociates.com Website www.stephensandassociates.com

Registered Company No. 04478137

Regulated by the Solicitors' regulation Authority. A list of the directors is available at our Pall Mall office.