

PRESS RELEASE
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NEW LAW FIRM IN THE BRITISH VIRGIN ISLANDS, THORNTON SMITH, SUPPORTS BVI OLYMPIC COMMITTEE

BRITISH VIRGIN ISLANDS, 24 March 2011 – A new law firm which will be officially launched shortly in the British Virgin Islands, THORNTON SMITH, sponsored the attendance of the BVI Olympic Committee at the Trademarks in the Sports and Entertainment World Conference in San Juan, Puerto Rico. The Conference was hosted by the International Trademarks Association (INTA) and Inter-American Association for Intellectual Property (ASIPI) on March 19-22.

As the BVIOC prepares for the 2012 Olympic Games in London, Mr. Ephraim Penn and Mr. Cleave Farrington, President and Executive Director of the BVIOC respectively, got the opportunity to liaise with leading experts on sporting issues from around the world including Canada, Germany, Italy, Spain, Switzerland, the UK and the United States. The conference featured sessions about the legal implications of sports licensing and the mechanisms of sponsorship deals, which included an interactive workshop on sports and entertainment sponsorship.

The firm's Founder and Principal, Mr. Jamal Smith, said "Working with the BVIOC fits perfectly with one of our main corporate values of serving the communities in which we work." According to Mrs. Violet Thomas Gaul, the Founding President of the firm's affiliated charitable organization, The William Thornton Foundation, "It is important to provide practical solutions to the Olympic movement in the BVI to ensure that athletes have only to worry about performing well at the 2012 Olympic Games in London and beyond and their attendance at this major international conference was critical to helping them find those solutions."

Smith has been an active participant with INTA for several years. He is also the BVI contributor to the publication, *Trade Marks, Trade Names and Unfair Competition: World Law and Practice*, and using his international connections through that publication he hopes to assist the BVIOC in its preparations for London 2012.

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EDITOR'S NOTE: THORNTON SMITH is a full service law firm based in the British Virgin Islands that provides practical solutions for complex legal and business transactions with a suite of value-added services to clients. With a genuinely intimate connection to the local community, the firm represents anyone interested in doing business in or from the British Virgin Islands. Through its affiliated charitable organization, The William Thornton Foundation, it is committed to finding practical solutions for the communities in which it operates.

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