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LG signs sponsorship deal with Boca Juniors

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Argentine law firm Abeledo Gottheil Abogados has led consumer goods producer LG to signing a new sponsorship deal with popular Argentine football club Boca Juniors.

The deal, signed on 13 July, gives LG rights to put its logo on the front of players' shirts and in the stadium, and to use Boca logos and other IP rights in some of its material. The contract also includes provisions to promote the LG trademark.

Boca's general counsel, Pedro Wolniak, turned to Salvat, Etala & Saraví - Abogados for advice.

The contract is reportedly worth US\$2 million and is valid for one season. LG replaces Megatone as the main partner of the football club.

Counsel to LG

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- Abeledo Gottheil Abogados
- Partner Hernán Martín Oriolo and associates Juan Ignacio Sabia and Mariana Morvillo Neves

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