



## **DLA Piper takes top spot at inaugural Alliance Quiz Night**

- 32 Quiz teams pitted their wits against one another, with DLA Piper taking the coveted trophy home

**26 May 2010:** DLA Piper have scooped first prize at the Alliance Against IP Theft Big Quiz & Auction Night, hosted by Radio 5 Live's Phil Williams.

Thirty two teams attended the quiz night and auction from a broad range of industries, including law firms, the creative industries and some of our best known brands such as the Premier League, Universal Pictures, Lovefilm and Disney.

Over dinner and drinks at the Arsenal's Emirates stadium they answered questions on a variety of subjects including music, film, brands and brain teasers. With over two hundred and fifty people attending, it was a record turnout for an Alliance fund-raising event.

DLA Piper took home the final trophy, along with a bottle of champagne each. They came just two points ahead of the Entertainment Retailers Association. A joint team of the BPI and PPL came third.

The night proved an excellent team building and networking opportunity and to win the quiz DLA Piper had to beat off tough competition from a range of other law firms: Blackstone Chambers, Collyer Bristow, Max Bitel Greene LLP, Taylor Wessing LLP, DMH Stallard, Eversheds LLP and Wiggin.

Susie Winter, Director General of the Alliance Against IP Theft said:

"The inaugural Quiz Night was a huge success and great fun for all involved. I would like to congratulate the team from DLA Piper, and of course the other teams for being such good sports.

"The quiz night also raised vital funds to help the Alliance's campaign for better regulation to protect IP and to promote awareness of the value of IP. Key Alliance objectives this year are to ensure Trading Standards are properly resourced; that the judiciary recognises the real harm caused by IP crime; that car boot sales and markets are properly regulated by a binding charter and that the Digital Economy Act delivers on its promise to protect IP online."

**ENDS**

### **Notes to Editors**

The 'Alliance Big Quiz and Action Night' took place on at the Emirates Stadium on the evening of Thursday 20<sup>th</sup> May 2010, and was hosted by Radio 5 Live's Phil Williams.

The food and drink at the event was sponsored by law firm Wiggin Media Lawyers and the use of the Emirates Stadium was kindly donated by Arsenal Football Club.

Organisations taking part in the quiz were: ACID, The Alliance, Blackstone Chambers, Blue Rubicon, BPI, the BVA, CLA, Collyer Bristow, Disney, DLA Piper, DMH Stallard, ELSPA, ERA, Eversheds LLP, Finsbury, IFPI, The Industry Trust for IP Awareness, Lovefilm, Luther Pendragon, Max Bitel Greene LLP, PLS, PPL, the Premier League, Taylor Wessing LLP, the MPA, Open Road, SPHE, TSI, Universal Pictures Wiggin and VDC.

*Images are available on request*

### **About the Alliance**

The Alliance provides a single voice for those who share an interest in preventing intellectual property theft in the UK.

For more information please visit: [www.allianceagainstiptheft.co.uk](http://www.allianceagainstiptheft.co.uk)