

Martin King

Partner

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OVERVIEW

Martin King is a partner and a member of the Commercial Disputes practice group, undertaking a wide range of commercial litigation, arbitration and complex dispute resolution, often with international aspects, in a variety of industries including: sport, life sciences, manufacturing, technology, consumer and luxury products, gambling, automotive, media, fashion and retail.

Martin's experience includes disputes arising from: complex commercial contracts; share purchase agreements; the development, licensing, marketing, distribution, sales, pricing, use, and performance of technologies, pharmaceuticals, medical devices, software, products and goods; manufacturing supply chains and logistics; the licensing and commercial exploitation of live sports data, streaming coverage and media rights; the protection and misuse of confidential information; brand sponsorship, endorsements and merchandising; and commercial arrangements between the sports, media and gambling industries.

Recent *The Legal 500 United Kingdom* commentary and testimonials:

“Martin King is a standout star” - 2027

“Martin King is highly skilled across the sport, life sciences, tech, manufacturing and consumer product sectors” - 2027

“Martin King is an assured litigator, with very good analysis of a case and is good at setting realistic expectations for the client” - 2027

“'Martin King has a keen eye for detail, exceptional sector knowledge, and excellent troubleshooting skills” - 2026

“Martin King is a star. He's a genuinely excellent lawyer who can get to the heart of the matter, identify the relevant issues, and find a solution” – 2025

“Martin King is excellent. His grasp of both sides of the litigation is tremendous, and he ensures that his client's position is forwarded in the strongest possible terms” – 2023

PROFESSIONAL BACKGROUND

Martin joined the firm in 2001, qualified as a lawyer in 2003, and obtained a post-graduate diploma in Sports Law in 2003.

ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* in London
  - Recommended Lawyer for Commercial Litigation: Mid-market, 2026-2027
  - Key Lawyer for Commercial Litigation: Mid-market, 2025, 2027

PROFESSIONAL / CIVIC ACTIVITIES

- LCIA
- London Solicitor Litigation Association
- Commercial Litigators' Forum London Committee

EDUCATION

- PgDL, King's College, London, 2003 *Sports Law*
- Legal Practice Course, College of Law, London, 2001
- LL.B., University of Birmingham, 1999

ADMISSIONS

- Solicitor of the Senior Courts of England and Wales

THOUGHT LEADERSHIP *POWERED BY HUB*

- 4 March 2026, Geopolitics and Event Disruption in the Middle East: Optimising Insurance Recoveries
- 28 May 2025, Tariffs and Supply Chains: An English Law Perspective on Contractual Levers You May Have (or Want)
- 14 March 2024, A Must-Read on Legal Privilege
- 8 February 2024, Fraud May Not Always Unravel All–What Does the Contract Say?
- 3 August 2023, Consumer Rights and Public Policy Prevent Recognition of Crypto US Arbitration Award in England

- 6 October 2022, Arbitration World: Virtual Collaboration Tools and Their e-Discovery Implications in Arbitration and Litigation
- 27 July 2022, Crypto Alert – Service of English Court Orders by 'NFT Airdrop,' and Could Crypto Exchanges be Constructive Trustees?
- 7 April 2022, Arbitrator Bias and Conduct - Contrasting Fortunes of Recent Challenges Under Sections 24 and 68 of the Arbitration Act 1996
- 16 February 2022, Litigating Over Clinical Trials - The Importance of Causation
- 8 March 2021, Changes are Coming in Trial Witness Statements in the UK Business and Property Courts
- January 2016, Arbitration World
- 30 September 2015, UK Employment Webinar Series 2015 - September
- April 2015, Arbitration World

OTHER PUBLICATIONS

- "Digital Assets: Novel Dispute Solutions for Novel Technologies," *Corporate Disputes Magazine*, October-December 2021

NEWS & EVENTS

- 2 March 2018, K&L Gates Names 34 New Partners Across Global Platform

AREAS OF FOCUS

- Commercial Disputes
- International Arbitration

INDUSTRIES

- Betting and Gaming
- Consumer Goods and Services
- Household Goods
- Life Sciences
- Manufacturing
- Sports
- Technology

REPRESENTATIVE EXPERIENCE

Sport

- Advising the UK's largest racecourse group in multiparty litigation regarding confidentiality, conspiracy, and database rights, to stop the unauthorised use and commercial exploitation of live sports data and other media rights infringements in relation to the use of horseracing and betting data and live audio-visual coverage in off-course betting shops, including success in the High Court and Court of Appeal ([2020] EWCA Civ 1300; [2019] EWHC 1156; and [2017] EWHC 431), and generally in relation to media rights licensing, content delivery and enforcement, revenue sharing and collections, bookmaker media rights agreements, regulatory, race fixture, and sponsorship issues
- Advising international cricket board in a range of arbitrations, litigation, and appeals concerning players and their union, international and domestic cricket boards, and commercial rights
- Advising global sportswear brand on various sponsorship, licensing, distribution disputes, and litigation relating to: Formula1 racewear; Premier League football clubs, kit deals, and players; a TV documentary; and sports sponsorship, merchandise, and endorsements
- Representing football federations in claims for media rights payments for live data and streaming coverage exploited by sports data and analytics group
- Advising on the prevention of unauthorised use and exploitation of live sports data and streaming coverage domestically and internationally
- Advising global sports entertainment business on signing UK athletes, injury liability risk, and fan trespass issues
- Advising listed sports marketing company and professional football clubs on various contractual disputes
- Advising on the British Horseracing Board/Bookmakers litigation [2005] EuLR 924

Life Sciences

- ICC Arbitration relating to the international distribution of nutritional supplements
- International litigation concerning clinical trials testing performed by a global laboratory
- LCIA Arbitration arising from termination of project to develop and commercialise diagnostic instruments
- Advising medical device company regarding multiparty disputes arising from supplies of PPE during the COVID-19 pandemic, and the termination of a contract manufacturing relationship
- Advising on disputes arising from the termination of long-term medical device development, manufacturing, licensing, and marketing agreements
- Advising pharma company on joint-development, licensing, and distribution disputes regarding product in development phase, involving clinical trials methodologies and delays in securing marketing authorisations

- Advising specialty pharma business on pricing disputes with distributors under long-term licensing and supply arrangements
- Advising seller of pharma businesses in relation to third-party claims regarding failure of clinical trials and delays in securing marketing authorisations

Manufacturing

- Litigation for multinational electronics company regarding faulty manufacturing claims
- Litigation for advanced manufacturing company regarding gas storage systems used in public transport and commercial vehicles
- International litigation regarding manufacturing, distribution, and use of bio-pesticide
- ICC Arbitration concerning the international distribution of specialty fuel additives
- Advising automotive and electrical manufacturing businesses on various supply chain disputes arising from material shortages, volume and cost allocation, pricing, force majeure, delivery and logistics, and product performance
- Representing global manufacturer in cross-border disputes regarding product warranty claims
- Advising global bike brand in cross-border disputes with 3PL service provider

Technology

- Litigation for global ATM operator regarding software and related technology for security vehicles
- Advising supplier of global distribution system for transport bookings in relation to disputes with major transport providers
- Advising on claims arising from defects in SAAS platform causing losses for automotive businesses
- Advising software provider regarding claims from a contractor on a quasi-governmental IT project to deliver a bespoke knowledge management system
- Representing med-tech startup in claims for misuse of confidential information relating to the design and development of novel digital devices
- Advising crypto investment vehicle in relation to misappropriation of digital assets by a former director
- Representing a multinational company in disputes with an IT services provider regarding contractor services
- Advising film entertainment company on disputes regarding content licensing, unauthorised broadcasts, and unpaid advertising segments
- Advising leading provider of software and services for accounting and payroll in major software dispute
- Corporate investigations concerning unlawful transmission of confidential documents, information, and software

Betting and Gaming

- ICC Arbitration regarding an online gaming joint-venture
- Advising gaming businesses on disputes regarding affiliate marketing programs, direct marketing, and software development projects
- Litigation for high-net-worth individual concerning a sports betting syndicate
- Advising high-net-worth individuals on cyber-harassment and reputational issues
- Litigation for online gaming business in negligence claim against former advisers

General Commercial Arbitration, Litigation, and Dispute Resolution

- ICC Arbitration relating to irreparable damage to commercial aircraft
- ICC Arbitration concerning the unauthorised distribution of farming machinery
- LCIA Arbitration relating to private equity investments in Southeast Asian mining assets
- LCIA fast-track Arbitration concerning a Kazakh financial services joint-venture
- Advising on jurisdictional battles involving the enforcement of a billion-dollar foreign judgment and conflicting domestic arbitration awards and court judgments
- Litigation concerning warranty and indemnity claims arising from a share purchase agreement with a UK Plc (including [2018] EWHC 3486 (Comm) and [2019] EWCA Civ 1376)
- International litigation concerning private equity investments in a restaurant group
- Representing multinational company in disputes with global logistics provider arising from customs reporting
- Resolving disputes regarding termination and migration of white-label insurance intermediary relationship involving over 40,000 policies
- Resolving various contractual disputes for global designer and distributor of household devices and appliances relating to termination of distribution arrangements, customer credit and returns, outsourced services, third-party logistics, and unauthorised resale
- Litigation for freight forwarding business to protect confidential information and enforce restrictive covenants against former executives
- Advising on claims against departing executives and employees for misappropriation and misuse of employer's confidential information and data
- Court applications to secure documentary and deposition evidence from UK-based witnesses for use in litigation abroad
- Registration and enforcement of foreign arbitral awards, and freezing injunctions in aid of award enforcement proceedings