



# Kelley Drye Represents FC Harlem in Umbro Corp Sponsorship and Retail Licensing Agreement

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Kelley Drye & Warren LLP represented pro bono client, FC Harlem, in entering into a three-year sponsorship and retail licensing agreement with Umbro Corp., a division of Nike, Inc. which designs, distributes and licenses athletic and casual footwear, apparel and equipment, primarily for the sport of soccer. This agreement possibly makes FC Harlem the first youth soccer organization to have its brand sold to the general public through this type of arrangement.

Umbro Corp. has also donated Umbro products to FC Harlem's "Under 20" team players and team staff to wear each season. A percentage of all merchandise sales will be returned to the community through youth development programs. Kelley Drye associate **Deepak Nambiar** is handling this pro bono matter.

FC Harlem is a community youth development organization based in Harlem, New York. Through the game of soccer, it has been making a positive impact on the lives of young children and teenagers since 1990. Soccer has been used as a platform to develop L.I.O.NS (Leaders In Our Neighborhoods)™. L.I.O.NS™ assists in establishing a sense of pride and power, and is a safe-haven, for over 500 youth in Harlem, Washington Heights and the Bronx. It offers academic enrichment, character and promotes leadership development and healthy lifestyles, in young people. The program helps youth to obtain, and maintain values and skills that increase their chances for life success.

For more information on FC Harlem or the sponsorship and retail licensing agreement, please visit <http://fcharlemlions.org/> or <http://fcharlemlions.org/blog/2011/12/17/fc-harlem-and-umbro-sign-retail-licensing-agreement.html>.