

*We don't believe in law as usual  
For us, law is inspiring...*

## *Our story*

A number of years ago, we decided that we could change the way legal services are delivered. That we could do them better. At gunnercooke, we believe the potential of our clients and our people rests with our ability to free the law and make it work as it should. Today, we attract passionate lawyers and advise with authority: every gunnercooke lawyer has a minimum 10,000 hours practising experience.

Flexibility, transparency and freedom guide everything we do. Flexibility for our people to work how they want. Transparency of cost for our clients because we removed time recordings and billable hours. Freedom for our people and clients to achieve their personal and professional aspirations.

We work with clients that believe tradition is there to be tested, not obeyed. Working together, we help them seek opportunities and push the boundaries of what's possible.

Providing a suite of corporate and commercial legal services, gunnercooke is one of the UK's fastest-growing challenger brands. Proud of what we have achieved, committed to doing more.



## *Sarah Purcell*

Email: [sarah.purcell@gunnercooke.com](mailto:sarah.purcell@gunnercooke.com)

Mobile: 07850 776343

LinkedIn: <https://www.linkedin.com/in/purcellsarah/>

### **Overview**

#### **What she's best at**

Sarah is an experienced commercial lawyer with over 11 years' in-house experience at large media and technology companies and 6 years private practice experience at Allen & Overy. Her expertise includes the drafting and negotiation of complex commercial and technology contracts and the provision of business focused legal and commercial advice in the media, technology, intellectual property and data protection fields. Sarah has strong legal and commercial skills and experience analysing complex legal issues, considering and advising on the risks involved and the options and solutions available using excellent problem solving and communication skills.

Sarah is a trusted legal and business advisor who develops and maintains strong relationships with clients and provides those clients with clear advice taking into account their commercial requirements.

### Who she works for

- Large media and technology companies
- PLCs
- SMEs and technology start-ups

### Testimonials

Sarah is one of those rare legal advisors who can give you the right legal advice but also give great guidance on the commercial aspects of any deal and come up with creative solutions. She is a great negotiator in her own right and was a real asset when seconded into my commercial team to lead deal negotiations. Always pragmatic and very resourceful, great with detail and someone that really owned her work and her deals to conclusion - a safe and trusted pair of hands I was always happy to work with. **Marek Rubasinski – Director of Startup Investments, Sky UK**

I had the opportunity to work closely with Sarah in an emerging technology area and she was professional, responsive and effective with great attention to detail. Her legal counsel was key to successful negotiations and she kept a positive and enthusiastic attitude throughout. I thoroughly enjoyed working with Sarah and would highly recommend her. **Izas Ozerin – Business Development Manager, Digital Partnerships, BBC**

---

### Experience highlights

- Drafting and negotiating complex carriage agreements with third party platforms for the distribution of linear and on-demand content.
- Advising a client and negotiating distribution agreements for virtual reality and 360° content
- Negotiating agreement with social media platforms for distribution of content within their services
- Advising a client and negotiating a multinational agreement dealing with product tracking and tracing, authentication and digital volume verification technologies.
- Drafting and negotiating agreements for the distribution of apps on various third-party technology devices.
- Drafting and negotiating agreements for the syndication and distribution of news channels worldwide.
- Negotiating a complex licensing agreement with the provider of a technology patent pool.
- Advising a client on becoming an FSA insurance intermediary and negotiating the relevant provision of services agreement with the insurance provider.