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Should fans be worried about the Jaguars moving to London?

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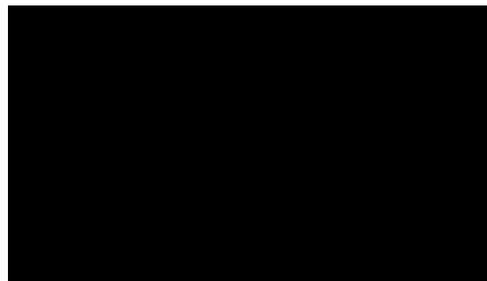
As the Jaguars prepare to play the second of four games in London, the sports world is abuzz with the idea that the team may be scoping out a new home, with everyone from the *Washington Times* to *Financial Times* hinting at the possibility the team might move overseas.

Despite some naysayers, the NFL is clearly interested in having a team in England.

So why won't it be the Jags?

Fox Sports has its list of reasons—including the Jags not being popular in London and the team's history back home. And, locally, some superfans say they're

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not worried.

"If you would have asked me a few years ago, it could have been a possibility. But today, I think they would be more likely to move to Los Angeles if anywhere else," said Charles Jimerson, an avid sports fan and attorney at Jimerson & Cobb in Jacksonville. "It's more of a natural fit because it's the second or third highest market in television."

That's not to say Jimerson is worried about an L.A. move: "In fact, it's just opposite," he said. "We've seen substantial investment in the community by way of localized project development and stadium refurbishment."

Cole Pepper, co-founder of WhitePepper Sports Marketing, said if an NFL team did decide to cross the pond it wouldn't be the Jaguars.

As a matter of fact, the league's stadium and finance committee recently talked about Oakland and St. Louis as potential candidates, he said: "They're definitely developing a fan base over there."

Nevertheless, Pepper said the idea of the NFL expanding its brand across the world is a fools-gold mentality.

"I don't think you're going to see a team move to London anytime soon. There are too many logistical issues, and I think the league has enough issues to deal with rather than trying to recreate the wheel," he said. "I think you'll see a team move to L.A. long before London."

If they did move to London, Jimerson recommends they channel their inner Austin Powers and rebrand to the "Shaguars." Or, maybe just the pronunciation, as in jah-yoo-er, like those pompous-sounding British commercials.

Andrew covers real estate, retail and sports business.

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