

# Sports & Esports

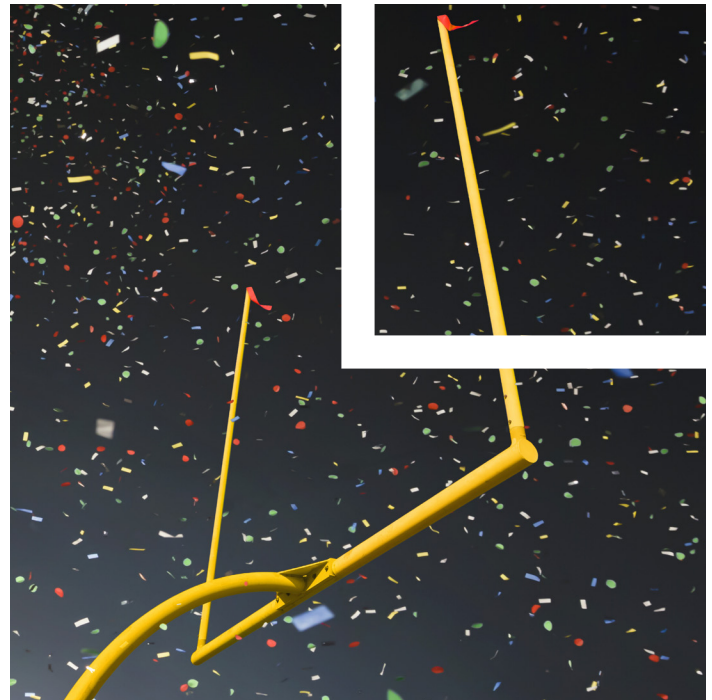
## Recent Representations

### Stadiums & Arenas

- Represented the National Football League (NFL) team the **Buffalo Bills** in negotiations with New York state, Erie County and the NFL in connection with the development, financing and construction of a new football stadium.
- Represented **Angels Baseball LP** and **SRB Management Company LLC** in the acquisition from the city of Anaheim of Angel Stadium and its surrounding 152 acres, as well as the master planning of the purchased property for development and negotiation of a non-relocation agreement.
- Represented an NFL franchise in connection with the preliminary plans to build a multisport, state-of-the-art, multiuse hotel, retail and practice facility.

### Broadcast and New Media Licensing & Integrations

- Represented the **Association of Pickleball Professionals** with respect to national media rights for events and tournaments.
- Represented a popular social media network in connection with sponsorship agreements with the NHL, Toronto Raptors, Toronto Maple Leafs, Toronto Football Club, Toronto Argonauts, NHL Canada and Ryan Reynolds.
- Represented **Kay Adams**, an American sportscaster/sports commentator, on securing her new flagship daily morning show *Up and Adams* on FanDuel TV.
- Represented the **CW Network** in connection with the licensing of media rights for LIV Golf.



- Represented the **Atlantic Coast Conference (ACC)** regarding expanding its digital rights platform to supplement its linear television media rights with ESPN.

### Technology & Innovation

- Represented **Ultimate Fighting Championship (UFC)**, **VaynerSports**, the **Professional Bull Riders Association**, and **Daniil Medvedev** and other professional tennis players in non-fungible tokens (NFT) matters.
- Represented **Parsons Xtreme Golf**, a global sports equipment manufacturing company that designs, markets and sells a line of custom-fitted golf equipment products and accessories, in connection with various commercial and corporate matters both domestically and internationally.
- Represented **EDGE10 Group** in technology license agreements with professional sports teams, leagues and equipment brands.
- Represented **StatStak Inc.** in its data collection and distribution agreements for high school athletes, particularly baseball players.

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## Name, Image and Likeness (NIL) Matters Involving College Athletes

- Represented Heisman Trophy winner **Caleb Williams** and other well-known college athletes in NIL matters.
- Represented **Peak Achievement Athletics**, a sports equipment manufacturer, in NIL and contractual matters.
- Represented **Cav Futures**, an NIL collective for University of Virginia student-athletes.

## Marketing, Sponsorships & Endorsements

- Represented **Simmons Bank** in naming rights deals for a variety of college and professional sports stadiums and arenas and in their sponsorship of college athletic programs at 11 different universities.
- Represented **Ninja** in a sponsorship deal with G FUEL and in his agreement with MasterClass to develop, host and teach an online course on the platform.
- Represented a national broadband provider and a telecommunications provider in sponsorship agreements on behalf of a variety of professional sports leagues, universities and tournaments.
- Represented various premier, international financial institutions in sponsorship agreements with entities such as the University of Notre Dame and the McLaren Racing Formula One team.
- Represented **Callaway Golf**, the **Miami Heat**, **Hydrow**, **DraftKings**, **Planet Fitness**, **Churchill Downs**, **Whoop!** and **Genesco Sports** in a variety of advertising and marketing matters.

## Litigation & Dispute Resolution

- Represented **Zion Williamson** and **Creative Artists Agency (CAA)** in parallel litigations stemming from Williamson's termination of a former marketing agent and CAA's subsequent representation of Williamson. Secured a declaratory judgment that the contract between Williamson and the former marketing agent is void, and secured summary judgment in Williamson's favor as to all of the former agent's counterclaims. Currently litigating related claims against CAA pending in the second-filed litigation.
- Represented the **National Collegiate Athletic Association (NCAA)** in the opposition to the registration of the mark "MAD IQ Basketball Board Game" as part of protecting the NCAA's rights in

protecting its March Madness brand. The applicant agreed to narrow its registration to exclude college basketball and related sports and not interfere with the NCAA's use of its marks.

## Professional Athlete Representation

- Represented numerous professional athletes, including **John Wall**, **Allen Crabbe**, **Ephraim Salaam**, **Tony Gonzalez**, **Reggie Bush**, **Dwyane Wade**, **Julius Randle**, **Udonis Haslem**, **Jessica Pegula**, **Brandon Wu**, **Cassidy Jarrell** and **Dee Gordon**, in endorsement deals, commercial transactions and investments, and general corporate advice.
- Represented American professional basketball player **Chet Holmgren** in a variety of sophisticated sponsorship and endorsement deals with brands—including Philips Norelco, Ethika, Google Pixel and Neiman Marcus—and represented Holmgren in connection with a suite of promotional endorsements for the 2022 National Basketball Association (NBA) draft.
- Represented **Derrick Rose** in intellectual property protection and business endeavors.

## Team Acquisitions, Dispositions & Ownership Bids

- Represented **MSP Sports Capital** in the negotiation of media rights and acquisition of majority stake of X Games from ESPN.
- Represented a prospective purchaser of an NBA franchise.

## Labor & Employment

- Designed and delivered numerous anti-harassment/nondiscrimination/respect in the workplace training for several professional sports leagues and member clubs throughout the United States.

## Estate, Tax & Charitable Planning

- Represented Heisman Trophy winner **Caleb Williams** in connection with the Caleb Cares Foundation.
- Represented **John Wall** in connection with the John Wall Family Foundation's partnership with Washington, D.C., to launch the 202 Assist program.
- Represented professional athletes in estate planning and charitable foundation matters.

# Our Sports and Esports Lawyers

Drawn from practices across the firm, our sports lawyers are deal-makers, problem-solvers, litigators, and trusted legal and business partners for individuals and organizations of every kind, in matters touching every corner of today's sports universe. Year after year our practice and lawyers are consistently ranked in *U.S. News & World Report, Legal 500 US, Best Lawyers of America*, and *Super Lawyers*.



Brian  
Socolow



Arash  
Khalili



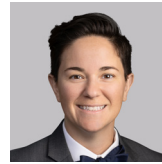
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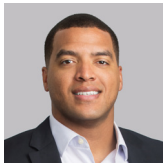
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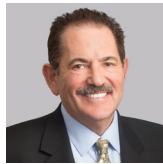
Ivy Kagan  
Bierman



Sunny  
Brenner



Brandon  
Cherry



Marc  
Cohen



Derek  
Crownover



Allan  
Duboff



Harrison  
Finch



Kenneth  
Florin



John  
Frankenheimer



John  
Gatti



Michael  
Grossman



Brian  
Heidelberger



Diara  
Holmes



Melanie  
Howard



Channing  
Johnson



Adam  
Kelly



Ron  
Levinson



Chanda  
Marlowe



Ryan  
Martin



Douglas  
Masters



Laura  
McNally



Nerissa Coyle  
McGinn



Jordan  
Meddy



Robyn  
Mohr



Bess  
Morgan



Connie  
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Ronelle  
Porter



Ryan  
Raccuia



Seth  
Rose



Ian  
Schaefer



Peter  
Seiden



Daniela  
Spencer



Daryl  
Steiger



Todd  
Steinberg



Denise  
Stevens



Lauren  
Williams



Lisa  
Wiznitzer



Kensington  
Wolgamott

Not Pictured:  
Lamel Adkins  
Cathy Mulrow-Peattie  
Matthew Regan  
Scott Zolke

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