



Sports and Entertainment

## Handling business so clients can focus on performance and creativity.

**Our multidisciplinary team navigates the intersection where sports, media, and innovation meet, handling legal and business matters with precision, insight, and an eye toward both protection and opportunity.**

### Overview

**With the necessary experience and background, we cover a wide range of legal issues impacting the dynamic sports and entertainment sectors**

Our Sports and Entertainment team draws on deep experience across sports law, media, creative industries, and intellectual property. We represent a wide spectrum of clients, from athletes, teams, and collegiate programs to recording artists, influencers, production companies, and entertainment entrepreneurs.

Comprised of lawyers with experience in a broad range of areas – corporate, litigation, higher education, intellectual property, and labor and employment – our team has handled the full range of legal issues. Our attorneys counsel on a wide array of matters at the nexus of sports and entertainment.

We provide comprehensive representation, advising on:

- **Contracts and agreements**, including everything from NIL and influencer deals to record label agreements
- **Intellectual property protection, licensing, and branding**
- **Compliance and regulatory matters**
- **Internal investigations**
- **Funding, formation, and financial structuring**
- **Litigation and dispute resolution**, including high-stakes disputes and high-impact litigation
- **Tax incentives**

We have the relationships. Building and nurturing long-term relationships is crucial to fostering a creative's success and in the sports and entertainment industries in general. Always accessible, our attorneys are diligent and strategic in creating and sustaining their industry connections.

We know the industry. Our detailed knowledge of both industries and the range of individuals and businesses operating in it enables us to both anticipate and address the intellectual property, litigation, and dispute resolution needs of clients throughout their careers.

### Areas of Focus

## **Name, Image, and Likeness (NIL)**

Our team handles the negotiation and review of name, image, and likeness (NIL) deals, agreements, and contracts.

We track and provide counsel on all rules and laws set forth by various industry organizations, including the NCAA, National Junior College Athletic Association (NJCAA), National Association of Intercollegiate Athletics (NAIA), the National Federation of High School Athletic Associations (NFHSAA), individual universities, and various states.

Likewise, our detailed knowledge of the business of professional sports enables us to both anticipate and address the full spectrum of legal needs of professional teams and individuals working in the world of professional sports.

## **Intellectual Property**

Intellectual Property is a cornerstone of sports and entertainment law, enabling creators, athletes, and organizations to protect and monetize their brand and content.

**Copyright law** protects original works such as songs, scripts, films, and choreography. Licensing these works allows artists and rights holders to control how their creations are used in media, performances, and advertisements. Music licensing is especially complex, often involving multiple rights and stakeholders, including publishers, performers, and platforms.

**Trademark protection** ensures the exclusive use of names, logos, and slogans that identify artists, teams, or brands. Entity formation and licensing of these marks allow entertainers and athletes to expand into merchandise, endorsements, and partnerships while retaining legal control over their brand identity.

**Trade secrets**, such as confidential production methods or marketing strategies, are protected to maintain competitive advantages.

In today's digital age, social media legal advice is essential. Athletes and entertainers must navigate platform terms, influencer agreements, **IP rights** in user-generated content, and brand management online. Legal guidance helps ensure compliance, mitigate risk, and optimize monetization opportunities across digital channels.