

## Sports & Entertainment

Our Sports & Entertainment lawyers bring decades of experience advising leading clients in the sports industry across the full spectrum of legal matters.

Our knowledge base has made us a trusted advisor to a diverse variety of industry players, including major professional sports teams such as the New York Giants, New York Jets, and New Jersey Devils. We also advise colleges and universities, amateur and professional sports leagues, stadium and arena operators, industry investors, and innovative sports startups on their pressing legal concerns.

Our work spans several key practices and touches every area of operations. We advise clients on corporate transactions, licensing and sponsorship issues, stadium financings, real estate transactions, ticket resale and sports betting issues, compliance with league or governing body rules (including collegiate name, image, and likeness (NIL) policies), and tax and wealth management issues.

We also advise on and litigate commercial disputes, class actions, employment and immigration matters, broadcast and media rights, and copyright matters, as well as protect and enforce brand identities. We conduct internal investigations, develop compliance policies, and regularly provide counsel on crisis and risk management issues, advising on entity and athlete concerns as they arise, from the routine to the highly sensitive and controversial.

### NCAA Sports Compliance

Sweeping changes in college athletics—from new rules allowing student-athletes to commercialize the rights to their name, image, and likeness to changes governing the student-athlete intercollegiate Transfer Portal—are presenting both business opportunities as well as legal and regulatory challenges. With no federal policy and a patchwork of varying state laws covering NIL agreements, compliance with NCAA regulations and state laws for universities and organizations supporting college athletic programs is increasingly complex.

### Video Gaming

The COVID-19 lockdowns helped global gaming sales soar in 2020, and research shows that the industry has no signs of slowing—by some estimates it is on track to surpass \$520 billion in sales by 2027. McCarter's active Video Game Group understands that this explosive growth puts video game publishers, developers, manufacturers, distributors, coders, and numerous others in the video gaming field under increased pressure to get the content to market. Clients across the globe rely on our knowledge and experience in the immersive technologies, interactive entertainment, and esports areas to make that happen. As athletes' name, image and likeness increasingly feature prominently in gaming experiences, our sports and entertainment lawyers advise on NIL agreements and regulatory compliance.

## Representative Matters

### Subsidiary of a shoe and apparel company—Delaware law matter

Served as counsel to a subsidiary of a publicly-traded shoe and apparel company on a Delaware law matter.

### Esports company—Preferred financings

Represented an esports company, operating an online platform that connects gamers with video game coaching services, in connection with multiple rounds of financings.

## Alerts

Recent Congressional Hearings Signal Major NIL Changes Are Coming, Sports & Entertainment Alert, 11.9.2023

'Showtime' for the Lakers: Split Federal Appellate Decision Leaves Door Open for Policyholders' Full-Court Press on TCPA Coverage Claims, Sports Litigation Alert, 10.27.2017

## Articles

Getting Title IX off the Sidelines and into NIL Deals, University Business, 3.7.2024

## Webinars

Exploring Legal Issues in Theater through the Career of Andrew Lloyd Webber, Volunteer Lawyers for the Arts, 9.12.2023

## Quoted

What's Ahead for the NCAA Following Preliminary Injunction Enjoining 'NIL-Recruitment Ban?', Law.com, 3.4.2024

NCAA Pay Plan for Athletes "Too Little, Too Late" to Curb Suits, Bloomberg Law, 12.19.2023