

## 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

### Minor league sports teams—Various matters

Represents minor league baseball and hockey teams in a variety of matters.

### Professional sports team—Successful litigation defense

Defended a professional sports team and team executives in a high-profile New Jersey state court litigation alleging a wide-ranging conspiracy among members of the organization to defraud memorabilia collectors by creating fake “game-worn” helmets and jerseys. Secured the dismissal, with prejudice, of nearly all of the 18 claims asserted against our clients,

positioning them for an extremely favorable settlement that resolved the plaintiffs' few surviving causes of action.

#### National Football League (NFL) team—Subpoena response

Represented an NFL football team in response to a subpoena and defense of threatened preference/fraudulent transfer claims in the bankruptcy proceeding of In re National Events Holding, LLC.

#### Student-athlete—NCAA compliance investigation

Advising a student-athlete in responding to an investigation involving compliance with NCAA regulations.

#### Professional sports team—Defamation and Law Against Discrimination defense

Defended a professional sports team and its employee in litigation in the District of New Jersey asserting claims for defamation and violation of the New Jersey Law Against Discrimination. Secured a dismissal with prejudice of the claims against both the team and the employee.

#### 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

McCarter's Playing Field: Sports Law Insights, 5.29.2025

Tax Planning for Sports Franchise Owners, and the Rest of Us, Trusts & Estates Alert, 5.28.2025

Changing Immigration Policies Pose New Challenges for NCAA Institutions and NIL Opportunities for International Student-Athletes, NCAA Sports Compliance Alert, 5.12.2025

Antitrust Suits in Sports Could Shift the Rules of the Games, Antitrust + Sports & Entertainment Alert, 5.1.2025

House Settlement in Name, Image, Likeness Litigation Not on Home Base Yet, NCAA Sports Compliance Alert, 4.24.2025

Settlement Not Yet Final, But Collegiate Sports Nearing New Reality, NCAA Sports Compliance Alert, 4.8.2025

McCarter's Playing Field: Sports Law Insights, 4.2.2025

Deadline to File Claims in Landmark NIL Settlement is Approaching, NCAA Sports Compliance Alert, 1.13.2025

Highly Touted Settlement Caps NIL Payments to Student Athletes, NCAA Sports Compliance Alert, 10.29.2024

Some Student Athletes May Now Be Considered "Employees" Entitled to Protections Under the Fair Labor Standards Act, NCAA Sports Compliance Alert, 7.18.2024

NCAA and Student Athletes Settle Major NIL Class Action, Sports & Entertainment Alert, 5.24.2024

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

## Speaking Engagements

Professionalizing the Amateur: Demystifying NIL, 2025 Galway Live! and Arena Event, 5.2.2025

## Webinars

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

## Quoted

NCAA's \$2.8 Billion Settlement Gets Congress Moving Toward Fixes, Bloomberg Law, 5.17.2025

Should College Athletes Get a Tax Break on NIL Earnings?, The Associated Press, 4.1.2025

NCAA Antitrust Risk Remains in Wake of \$2.8 Billion Settlement, Bloomberg Law, 7.31.2024

'83 Wolfpack Suit May Throw NIL Peace For a Loop, Law360, 5.18.2024

The Deal That Could Destroy College Football, San Antonio Business Journal, 5.6.2024

Colorado Antitrust Suit Against NCAA Keeps Athlete Claims Alive, Bloomberg Law, 5.3.2024

The NCAA Put Out One Fire, But The House Is Still Ablaze, Law360, 5.30.2024

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