

HERRICK

SPORTS LAW

THE PLAYBOOK

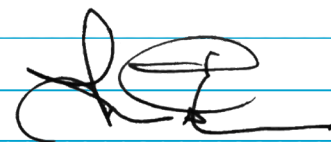
Dear Clients and Friends,

Over the past six decades, our Sports Law Group has provided legal, strategic and innovative advice on many of the sports industry's most significant and complex transactions and events. We bring value to our clients by closely listening to their issues and thereafter leveraging our technical acumen, experience and business contacts to provide bespoke solutions to complex and novel matters arising throughout the ever-evolving sports industry landscape.

Clients from nearly every facet of the United States sports industry have sought our services, including MLB, NFL, NBA, NHL, and MLS teams, professional women's sports teams, thoroughbred racing operators, professional golf tours, global sailing leagues, boxing promoters, investors, lenders, leagues, collegiate athletic conferences, media content companies, service providers and other key stakeholders. We have represented private equity funds in their investments in a range of sports ventures including pickleball facilities, sports media companies and platforms, a consortium of sports franchise owners and investors in support of a multi-billion-dollar investment in PGA Tour Enterprises, an immersive technology media and entertainment company, a multi-club ownership group focused on women's football clubs in Europe and South America and the acquisition of a U.S. team in a global sailing league.


Our Sports Law Group's strong advocacy on behalf of our sports industry clients has earned our lawyers acknowledgment in numerous industry publications including Chambers USA, Legal 500, Sports Business Journal, U.S. News - Best Lawyers, Lawdragon, Thomson Reuters New York Metro Super Lawyers, Attorney Intel and Martindale-Hubbell. We have been quoted in regional and international media on a range of topics critical to the sports industry.

We are proud of our achievements and encourage you to continue reading and learn more about our capabilities. We are confident you will not be disappointed.



IRWIN A. KISHNER

Partner and
Sports Law Group Co-Chair



DANIEL A. ETNA

Partner and
Sports Law Group Co-Chair

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Team Acquisitions, Dispositions and Bids

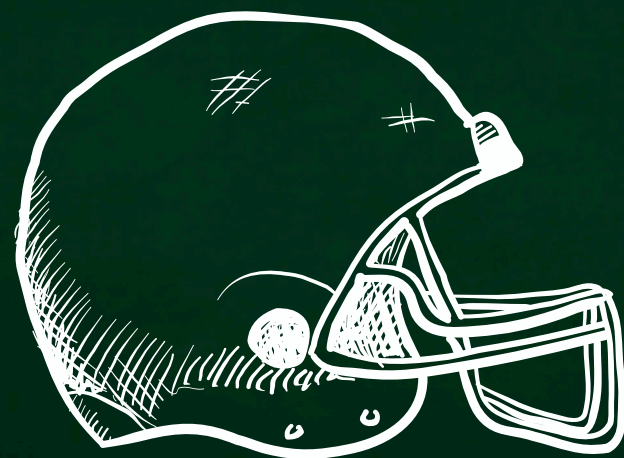
We have represented individual investors and ownership groups in ownership transfers, and in bids to acquire NBA, NFL, NHL, MLS, EPL and MLB franchises – including the Los Angeles Dodgers, San Diego Padres, Buffalo Bills, Minnesota Timberwolves, New Jersey Nets, New York Islanders and Nashville Predators. We have represented clients in the sale of interests in various teams, including the Milwaukee Bucks and the Sacramento Kings. Internationally, we have advised investors in their investments in top English Premier League clubs, Israeli basketball teams, Australian National Basketball League Brisbane Bullets, South East Melbourne Phoenix Teams, Mercury 13, a multi-club ownership group focused on women’s football in Europe and South America, and the Italian soccer clubs A.S Roma, Bologna FC 1909 and Venezia FC.

Representations include:

Former **Milwaukee Bucks** co-owner, Marc Lasry, in the sale of his 25 percent stake in the team to Cleveland Browns owners Jimmy and Dee Haslam. According to ESPN, the transaction struck at a \$3.5 billion valuation was the second highest valuation ever paid for an NBA team and the third highest valuation for any American professional sports team. It was a tremendously successful conclusion to Mr. Lasry’s tenure as an owner and steward of the championship Bucks

Yankee Global Enterprises, as lead counsel, in connection with various ownership transfers involving the New York Yankees

D.C. United in its partnership with Virginia Revolution and Attain Sports in forging a premier soccer institution that redefines the regional soccer landscape through the merger of Loudoun United FC and Virginia Revolution Soccer Club.



A sports investor in franchise acquisition and ownership matters, including negotiating and structuring his exit as president and co-owner of the Italian soccer club **Bologna F.C. 1909**, and his ensuing acquisition of **Venezia F.C.**

The principal owners of **Swansea City Association Football Club**, an English Football League championship finalist, in the sale of a controlling interest in the team

The controlling ownership group of the **Brisbane Bullets** of the Australian National Basketball League (the “NBL”) in its acquisition of a 25% ownership interest in the **Brisbane Bullets** held by the NBL. With this transaction, the NBL no longer is a shareholder in the Brisbane Bullets and the members of the controlling ownership group are comprised of Australian and United States-based private investors.



The controlling ownership group of **D.C. Power** in the negotiation of a franchise agreement. The club is a member of the USL Super League, a professional women’s soccer league committed to U.S. Soccer’s Division One standards

An investment group led by a prominent foreign investor and nationally recognized sports industry advisor in connection with a potential bid for an English Premier League football club

A final round bidder, a consortium of high-net-worth individuals and institutional investors, in the proposed acquisition of the National Football League’s **Buffalo Bills**, and in related stadium issues and compliance matters with the NFL constitution

Sterling Equities in the joint venture formation of the Brooklyn Bolts, one of four teams in the Fall Experimental Football League (“FXFL”) which played two seasons. The FXFL was a professional football league which served as a developmental platform for players, coaches and referees

A limited liability limited partnership in the sale of a minority stake in the NBA Franchise **Sacramento Kings** to a private equity fund

An ownership group in the acquisition of a majority stake in the Australian National Basketball League’s **Brisbane Bullets**

Champions League, Inc., in the formation and organization of a new basketball league featuring former NBA players, including league structuring, antitrust, ownership, securities law and franchise law issues, and the sale of the initial franchises

A private investment group in connection with their acquisition of an ownership interest in the **Los Angeles Dodgers**

Sterling Equities in the purchase of the **Syracuse Chiefs**, a Triple-A baseball team in Syracuse, New York

A sports investor in the acquisition of the Kansas City Royals’ Class A affiliate **Lexington Legends**, and the team’s home stadium

A sports investor group, which included a former Major League Baseball All-Star, in a bid to acquire the **San Diego Padres**

Yankee Global Enterprises and affiliates in the acquisition of franchise rights for the New York Yankees minor league Triple A affiliate based in Scranton/Wilkes-Barre



Mergers & Acquisitions / Joint Ventures



Represented NYRA in a joint venture with Churchill Downs and Pinnacle.

We are a recognized leader in middle-market M&A transactions, distinguished by our ability to excel in every type of deal structure, from leveraged buyouts and management buyouts to proxy contests and tender offers in both hostile and friendly environments. Our clients represent virtually every role of the deal, including acquirers, sellers and targets, lenders, financial advisors and investment banks, as well as special committees, audit committees and boards of directors. Many private equity and venture capital funds also call on us for their M&A work.

We are frequently called upon to advise on the impact of U.S. law on cross-border transactions and to analyze the many business and legal issues that arise within this framework.

Representations include:

Avenue Sports Fund as lead investor in the acquisition of the U.S. team in the global sailing league **SailGP**. The team acquisition was the largest in SailGP history, and, according to Sports Business Journal, constituted a record valuation for a SailGP team

Legends Hospitality in the acquisition of **International Stadia Group**, a London-based sports and entertainment company

The Yankees as lead counsel in connection with the Walt Disney Company's sale of its equity interest in the YES Network to a newly formed investor group. The investor group acquired the 80 percent of the YES Network not already held by the Yankees at a total enterprise value of \$3.47 billion

Legends Hospitality in its entry into a share purchase agreement with the private equity firm Sixth Street

Legends Hospitality in majority investment by private equity firm Sixth Street in a global premium experiences company, co-founded by the New York Yankees and the **Dallas Cowboys**

Acquisition of **D.C. United** by current controlling owners and related debt and equity financing

A professional baseball team affiliate in a proposed joint venture with a leading European craft beer manufacturer for the operation of a brew pub at a major league baseball stadium

A former NFL All-Pro player in joint venture to create a Rolling Stone magazine-branded restaurant and in Hollywood, California

Corporate and Commercial Transactions

Herrick lawyers bring a number of benefits to the deal table, including sophisticated legal advice, exceptional partner involvement and a relentless focus on efficiency.

Our clients include a panoply of sports legends – from professional teams, leagues, owners, players, broadcasters, media companies, concession companies, global financial institutions, investment banks, private equity funds, marketing companies and other industry participants, whom we advise in the full range of transactions and concerns.

Clients call on us for our transactional efficiency and creativity in the dealmaking process. We have helped clients form, capitalize, operate, grow and exit companies in the sports industry, while navigating complex legal and regulatory issues. We use our creative problem solving and our ingrained sense of the deal to help our sports clients resolve a wide range of legal concerns.

Representations include:

Legends in its acquisition of **4Front**, a global data and analytics, innovation and digital media agency

Sun Mountain Sports, Inc. in a sale of business transaction to a private investment firm, Solace Capital Partners

New York Islanders in connection with the formation and organization of **Hockey with a Heart**, a non-profit entity formed to promote the Islanders' numerous charitable endeavors

Lelands, in the purchase of a prominent sports memorabilia collection

Avenue Sports Fund, an affiliate of Avenue Capital Group, respecting its investment in **Strategic Sports Group (SSG)**, a consortium of sports franchise owners and investors, in support of SSG's \$3 billion investment in PGA Tour Enterprises, a new commercial venture between the PGA Tour, SSG and PGA Tour players

World Surf League in establishing the league's ownership, operations and core investment structures to maximize league value

Legends in its strategic partnership and minority investment in **TeamTrak Cycling League**, an entity of World Cycling Limited, to support the launch and growth of the startup indoor cycling league

New York Islanders in connection with conducting 50/50 raffles in New York and Connecticut

A longtime client in its equity investment in a golf equipment and apparel company, and in its related fundraising arrangements and co-investments from several high-profile investors

Major League Soccer team **D.C. United** in its permanent transfer agreement with an English Premier League superstar

Capture the League, LLC, a multi-game eSports organization, in corporate matters related to preparation of non-player employment and confidentiality agreements, independent contractor agreements, master service agreements and player trades

Major League Soccer team **D.C. United** in its agreement to host a friendly match with world class **FC Bayern Munich of the German Bundesliga**. This match marks the first meeting between the two teams and the second international friendly between D.C. United and a top division European team at Audi Field

New York Islanders in numerous corporate matters including transfer of ownership interests, sponsorship issues, tax matters, concession services agreements, issues related to carbon-reduction fees, charity fundraising, sponsorships, personal seat licenses, ticketing issues, raffles, media rights and internet-based games and naming rights transactions.

Sports Finance

Members of our sports law group have advised financial institutions and franchise owners on more than \$50 billion in complex sports finance transactions. Our lawyers structure, negotiate, document and close financing transactions involving a spectrum of collateral. We guide our clients through working capital and cash-flow credit facilities, syndicated and single-bank credit facilities, term loan and revolving credit facilities, secured and unsecured credit facilities, first and second lien credit facilities, mezzanine and multi-tranche and single-tranche financings, bridge financing, letters of credit, traditional and esoteric asset class financings, notes offerings, bond financings, convertible notes, exit financings, advised lines of credit, and many other forms of domestic and cross-border multi-currency financings across all phases of the credit cycle.

Representations include:

A Major League Baseball franchise, as borrower, in connection with an amended \$425 million senior secured revolving credit facility led by a major commercial bank

Swansea City Association Football Club, an English Football League championship finalist, in connection with a cross-border U.S./U.K. offering of secured convertible notes. The investors in the offering include a co-owner of the **Houston Dynamo** of Major League Soccer Legends Hospitality, LLC and Legends Premium Sales, LLC in connection with their senior secured credit facility consisting of a term loan and a revolving credit facility with a letter of credit and swing line subfacilities

Israel Discount Bank as administrative agent and as a lender in amending an existing secured revolving credit facility to **New York Football Giants**, Inc. to increase the facility's size to \$45 million

A national bank, as syndicate lender, in the NHL league-wide credit facilities consisting of a \$990 million senior secured revolving credit facility and a \$410 million delayed draw secured term loan facility



REPRESENTED
Yankee Global Enterprises in connection with the issuance by the New York City Industrial Agency of approximately \$927 million of refunding bonds for the benefit of the Yankees
New York Yankees in the issuance of \$1.5 billion in municipal tax-free and taxable bonds by the New York City Industrial Development Agency, which financed the lease and construction of Yankee Stadium

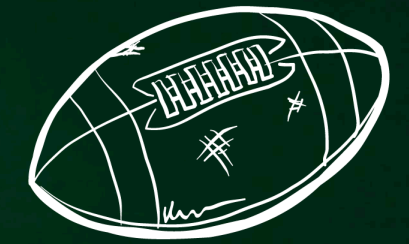
A leading regional sports network and franchise in the negotiation and closing of \$630 million senior secured credit facility

Advised Highbridge Capital Management regarding the rules and regulations applicable to Highbridge's \$60 million interim bankruptcy financing to the **Los Angeles Dodgers**. We also advised Highbridge on its proposed long-term \$150 million credit facility to the Los Angeles Dodgers

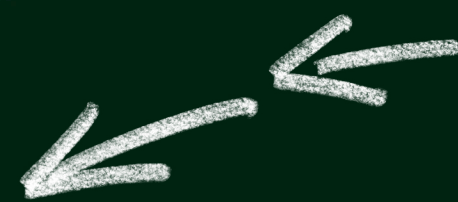
A national bank, as sole lender, in a \$50 million syndicated senior secured revolving credit facility for the owners of a Major League Baseball franchise

The holding company of the minor league baseball team in a \$6 million secured term loan made by a national bank

A leading regional sports network in a \$24 million equipment lease financing facility and a subsequent amendment to the facility



REPRESENTED
A national bank, as a lender, in a \$275.0 million syndicated secured revolving credit facility to an NBA team
Major financial institution, as a lender, in a \$250 million syndicated secured revolving credit facility to the owner of a National Hockey League franchise.



Sports media Rights

Herrick lawyers have been at the forefront of a number of transformative concepts in the sports media, technology and telecommunications space – including regional sports broadcasting, pay-per-view broadcasting, television distribution agreements and telecast rights agreements, content production and distribution, agreements with streaming services and direct to consumer programming, which were brought to life by clients who relied on our guidance, from idea to evolution. And we remain at the forefront of the space, having advised on significant media rights transactions involving an array of storied teams and organizations, including the New York Yankees, New York Racing Association, Top Rank Boxing, YES Network, SNY Network, Brooklyn Nets, Chicago Cubs, Florida Marlins and New York City. Our lawyers advise on cutting edge deals in the evolving sports media landscape. This includes diverse media outlets delving into the sports space as well as new monoliths entering into joint ventures to create streaming services and live feeds of sports programming. As the options of how to view sporting events have proliferated, so have the issues and considerations including licensing of programming, accommodating international audiences, the integration of advanced technologies into sports broadcasting including augmented reality, virtual reality and artificial intelligence and the increased popularity of women's sports and the creator economy. The foregoing has resulted in our clients being sought after by digital content providers (such as Amazon) to engage in joint ventures and other collaborations.

Representations include:

Owner and operator of a professional NBA basketball team in a licensing and production agreement

New York Racing Association, Inc. (NYRA) in an expanded partnership agreement establishing Fox Sports as NYRA Bets' official wagering partner and the leading media provider for elite thoroughbred racing through the next decade

Legends Hospitality in its partnership with Notre Dame and JMI Sports to oversee Notre Dame's sales, marketing, hospitality, media rights and branding services nationally

Chicago Cubs in a multi-year radio license with CBS Radio to broadcast Cubs games

The Yankee's affiliate in its agreements with AT&T to provide and support the new stadium's telecommunications services and network system

Blue Star Operations Services, an affiliate of the **Dallas Cowboys**, in building out their new media platform

New York Yankees in connection with a video distribution agreement between Major League Baseball Advanced Media and the YES Network

New York Yankees in connection with a radio rights distribution agreement with CBS Radio

New York Yankees in negotiating an agreement with the Daily News to license the Daily News' historic photo archive of Yankees players and stadium imagery

New York City Football Club in a multi-year radio license with CBS Radio to broadcast the team's matches on WFAN 660 AM / 101.9 FM

Sponsorship Agreements, Concession Transactions and Venue Related Services

We have worked with numerous legendary franchises, arena and stadium operators and developers, financial institutions, universities, global premium experience companies and governmental entities in concession, ticketing and sponsorship agreements as well as multi-channel retail and e-commerce platforms and naming rights agreements. Herrick attorneys handle a scope of issues including extension and renewal rights, termination rights, sponsored content, duration of use rights, exclusive product sales and beyond.

Representations include:

A global advisory, development and investment company for the sports and live entertainment industries in concession agreement with major university

NYRA in a multiyear contract with a leading concessionaire to provide food, beverage and high-end catering services for Saratoga Race Course and Belmont Park

A partnership in agreement with a global food service and hospitality company in a concession services agreement for the Islanders' venue, UBS Arena

Legends Hospitality in connection with a concessions services arrangement for a rugby franchise

Las Vegas Grand Prix, Inc., a subsidiary of **Formula 1** owner Liberty Media Corporation and the promotor of the Formula 1 Las Vegas Grand Prix, in its sponsorship agreement and partnership with Aristocrat Technologies, Inc.

Legends Hospitality in a joint venture with Major League Soccer's **Los Angeles FC** to provide concessions services at the team's 22,000-seat soccer stadium

Legends Hospitality in a major strategic partnership with Live Nation to provide concession services at 34 of Live Nation's music venues in North America

Legends Hospitality in the creation of an expansive omnichannel retail program with Spanish soccer powerhouse **Real Madrid CF**

New York Yankees in drafting and negotiating Yankee Stadium sponsorship a premium sponsorship agreements with, among others, Delta Airlines, MGM Resorts and Starr Insurance

A client in connection with all operational and promotional matters associated with the **Pro Football Hall of Fame Village**

Legends Hospitality in a concessionaire joint venture with **Ultimate Fighting Championship**

Brooklyn Cyclones in connection with naming rights agreement for its minor league baseball stadium

Legends with respect to a 10-year multimedia rights partnership with Florida State University Athletics that expands the relationship between FSU Athletics and Legends

National Hockey League's **Tampa Bay Lightning** in its arena naming rights agreement with Amalie Oil Co.



Stadium Financing, Leasing and Construction

We counsel franchise owners on a wide range of stadium financing, leasing, development, construction, joint-use agreements, naming rights, operational matters, suite licensing agreements, supply, telecommunication. utility and other miscellaneous stadium operations agreements. We have also advised on the development, operational and promotional matters for several mixed-use developments. Our recent work spans major arenas and stadiums across the U.S., including Yankee Stadium, Citi Field, Red Bull Arena, Belmont Park Racetrack, MetLife Stadium, National Grid Park, Amalie Arena, Vivint Smart Home Arena, Audi Field, Las Vegas Raiders Stadium, Richmond County Ballpark, Los Angeles Football Club, Pro Football Hall of Fame Village, NYC Football Club and PNC Field and the New York Islanders Hockey Club's negotiation of a partnership in connection with the development of an arena complex at Belmont Park Racetrack.

Representations include:

Legends Hospitality in connection with a stadium development for a major league franchise

D.C. Stadium LLC in connection with the negotiation of a Stadium Use Agreement with the XFL covering **Audi Field**, the home stadium of D.C. United of Major League Soccer

University of Nevada, Las Vegas, in negotiating a joint-use agreement with the NFL's Las Vegas Raiders related to the development of the \$1.9 billion **Las Vegas Stadium**

Major League Soccer's **D.C. United** in the construction financing and naming rights transactions for **Audi Field**

A family-run group of companies that is bringing together family offices to establish a fund to purchase interests in mixed use development projects in and around stadium projects throughout the United States

Major League Soccer's **D.C. United** in the construction financing and naming rights transactions for the club's new state-of-the-art soccer-specific stadium in Southwest D.C., Audi Field

New York Yankees in the issuance of \$1.5 billion in municipal tax-free and taxable bonds by the New York City Industrial Development Agency, which financed the lease and construction of Yankee Stadium.



Herrick represented the New York Islanders Hockey Club in the development of its arena complex at Belmont Park.



Concerts and Alternative Stadium Events

We have represented stadiums, promoters and broadcasters in the production of major concerts by artists such as Bruce Springsteen, Billy Joel, Paul McCartney, The Three Tenors and Andrea Bocelli. We have also developed comprehensive site agreements for major sporting events such as college football's New Era Pinstripe Bowl, the Stadium Slugfest and a series of college football games between Army and Notre Dame.

Intellectual Property

Herrick's Intellectual Property Group draws on the legal acumen of seasoned IP litigation and transactional lawyers to protect, preserve and enhance the value of brand names and trademarks, copyright protected content and works of authorship, designs, publicity rights (name, image and likeness), and proprietary technology and information, as well as advise clients on marketing and promotional initiatives, e-commerce business issues, IP due diligence, and emerging artificial intelligence licensing models and privacy.

We have extensive experience licensing brands, content, data and publicity rights, and litigating copyright, trademark, rights of publicity, false advertising, trade secrets, licensing and other IP disputes in state and federal courts. We feature a robust copyright and trademark practice focused on clearing, registering, maintaining and assigning copyrights and trademarks in the U.S. and abroad.

Our attorneys are well versed in providing counsel on the opportunities and challenges presented by digital assets. We work in conjunction with our clients counseling on the myriad issues presented by the confluence of technology and financing to facilitate protecting and creating value. Our deep industry knowledge of the sports world along with our intellectual property capabilities, including due diligence and protecting assets, allows our team to provide sophisticated and pragmatic advice to our clients.

Representations include:

LIV Golf, Inc. in negotiating a key master services agreement and associate statements of work with a digital marketing services provider, for the creation of a wide range of promotional content, including film and video content production.

A major sports franchise operator in connection with cybersecurity initiatives

A well-known sports and pop-culture blog website and digital media company in responding to and defending copyright infringement claims

Fantasy sports platform, **Fulltime Fantasy Sports LLC**, in a New York federal court action against a subsidiary of a large U.S. media conglomerate, which included claims of trademark infringement, false advertising, unfair competition and breach of an online publishing contract in a matter involving fantasy sports production and promotions

Legends Hospitality in the review, assessment and protection of intellectual property rights in various unique One World Observatory visitor installations

Successful defense of a major league professional sports team, obtaining pre-motion dismissal of all claims in a high-profile putative class action alleging deceptive trade practices and false advertising in connection with a very large sale of memorabilia.

A professional NBA team for multi-media content development and music rights legal management

A major racing authority in responding to a ransomware attack in coordination with the FBI and US Attorney's Office

A global sports league in negotiating a marketing agency representation agreement, which included the development of AI generated promotional content

Gaming and Betting

We have a firm grip on the pulse of the rapid evolution of sports gaming and betting. On the horse racing wagering front, our representation of NYRA includes pari-mutuel wagering activities both in person at race track and on-line by means of advance deposit wagering. Our representation in this area also includes Audi Field becoming the first Major League Soccer stadium to house a sportsbook (which is operated by FanDuel). We also represented Envy Gaming in the proposed sale of a minority equity interest in the organization to a private equity firm consortium and an NBA franchise ownership group. Our sports gaming / betting experience extends back to whether fantasy sports should be considered a form of gambling.

Representations include:



NYRA in assisting its Board of Directors and management in ensuring that NYRA, its officers, employees and operations comply with New York's Racing, Pari-Mutuel Wagering and Breeding Law and AML and Patriot Act concerns

A leading internet horse racing account wagering operator in formation of joint venture with major European gambling software engineering firm to develop technology and software that facilitates the operation of computerized advance deposit wagering ("ADW") for horse racing

Maryland Thoroughbred Racetrack Operating Authority in the transfer of ownership of Pimlico Race Course – home of the Preakness Stakes – the second race of the Triple Crown --from The Stronach Group to the State of Maryland

NYRA Bets Holding, LLC, a subsidiary of NYRA Bets, LLC ("NYRA Bets"), the official online wagering platform of the NYRA in a partnership agreement with Game of Silks ("Silks"), the online game connected to the real world of thoroughbred horse racing. The partnership establishes Silks as the Official Blockchain Game and Metaverse Partner of NYRA

D.C. United in connection with the establishment of a state-of-the-art retail sportsbook at Audi Field operated by FanDuel

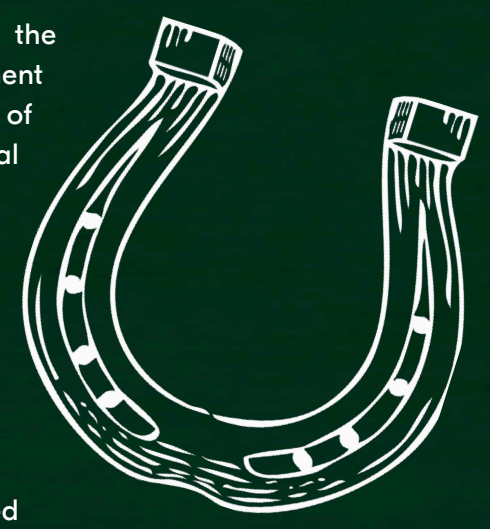
NYRA in an expanded partnership agreement establishing Fox Sports as NYRA Bets' official wagering partner and the leading media provider for elite thoroughbred racing

A premium experience company in acquisition of a collegiate sports analytics platform that offers master data management and advanced analytics solutions for college athletic departments

A major sports franchise operator in connection with pari-mutuel wagering issues Legends Hospitality in its equity investment in DraftKings, a leading provider of daily fantasy sports contest services

Envy Gaming in the proposed sale of a minority equity interest in the organization to a private equity firm consortium and an NBA franchise ownership group

Provided general corporate counseling for various eSports organizations including start-up team **Infinity Core**, **Team EnVyUS** and **FlyQuest**



Employment and Governance

Herrick represents employers and executives in the sports industry nearly every aspect of employment law, from risk management and executive compensation to complex employment litigation, arbitration and mediation.

On the preventative side, we provide employers with valuable insights at every turn, helping them navigate day-to-day personnel issues, update their employment practices, and develop policies, handbooks and training programs that improve employer-employee relations and comply with state and federal law.

We have a robust executive compensation and employee benefits practice. Both companies and high-profile executives often turn to us to develop and negotiate executive employment contracts, and severance agreements. We also offer strategic guidance in connection with hiring, departures and restrictive covenants.

Representations include:

A well-known **NFL club** in issues related to league governance and employment matters

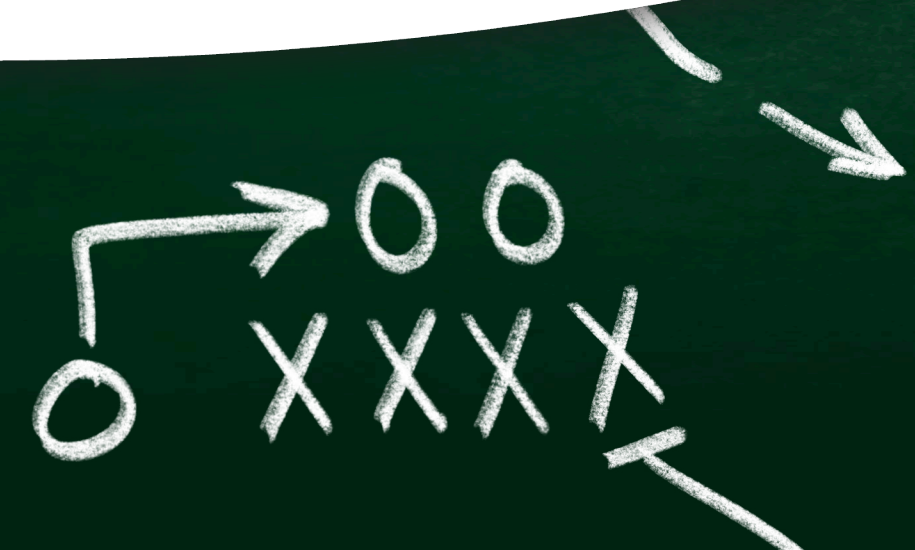
A major sports franchise operator in connection with establishing a deferred compensation plan

A major sports league in connection with all employment and personnel issues

A senior executive in the negotiation of a separation agreement from a professional sports team

Yankee Global Enterprises in the establishment of executive compensation plans

A professional golf tour whose mission is to modernize the game of professional golf through expanded opportunities for players and fans, on a spectrum of issues including general employment matters, ticketing issues, broadcast and media rights, liability issues and facial recognition technology issues.



Representative Clients

AVENUE CAPITAL GROUP
AVENUE SPORTS FUND
BIG3
BROOKLYN CYCLONES
BROOKLYN NETS
CHAMPIONS LEAGUE
CHICAGO CUBS
DALLAS COWBOYS
DC UNITED
FLYQUEST
FORMULA 1
INTERMEDIA
LEGENDS HOSPITALITY
LELANDS
LIV GOLF
LIBERTY MEDIA CORPORATION
LOS ANGELES DODGERS
MARYLAND THOROUGHbred
RACETRACK OPERATING AUTHORITY
MEMPHIS BASKETBALL
NEW YORK METS
NEW YORK CITY FOOTBALL CLUB
NEW YORK GIANTS

NEW YORK ISLANDERS
NEW YORK JETS
NEW YORK RACING ASSOCIATION
NEW YORK YANKEES
PAC-12 CONFERENCE
PHOENIX SPORTS PARTNERS
PINSTRIPE BOWL
PRO FOOTBALL HALL OF FAME
Q4 SPORTS
THE RENAISSANCE COMPANIES
SACRAMENTO KINGS
SCRANTON/WILKES-BARRE RAILRIDERS
SPORTSNET NEW YORK (SNY)
STERLING EQUITIES
TAMPA BAY LIGHTNING
TOP RANK
ULTIMATE FIGHTING CHAMPIONSHIP
UNIVERSITY OF NEVADA, LAS VEGAS
WORLD FREERUNNING AND PARKOUR
FEDERATION
WORLD SURF LEAGUE
YES NETWORK

THOMSON REUTERS WESTLAW™ AND THE
ASSOCIATION OF CORPORATE COUNSEL
“SUCCESSFUL PARTNERING BETWEEN
INSIDE AND OUTSIDE COUNSEL,” LEGAL
TREATISE CHAPTER ON SPORTS LAW

LONN TROST, NEW YORK YANKEES;
IRWIN KISHNER, DANIEL ETNA

CHAMBERS GLOBAL GUIDE TO SPORTS LAW -
LAW & PRACTICE SECTION

IRWIN KISHNER, DANIEL ETNA,
BARRY WERBIN, JOEL WAGMAN

“The team is very astute on complicated issues, and I have benefited significantly from its sector knowledge around sports franchises and leagues.”

Chambers USA - Nationwide Sports Law 2025

“Comprehensively handles the corporate, IP, employment, and litigation aspects of sports law for a roster of international and domestic clients including sports franchises, associations, and corporates entities.”

The Legal 500 United States

LEADING FIRM

Legal500
UNITED STATES
2025

SBJ POWER PLAYERS
2021

