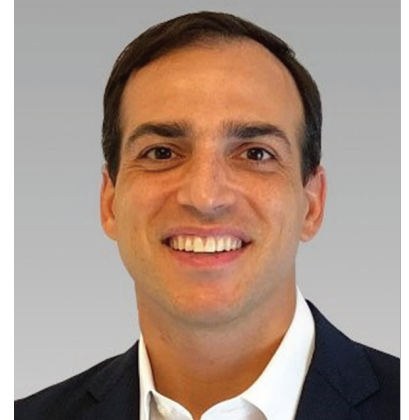


# TRAILBLAZERS

## SPORTS/GAMING/ENTERTAINMENT LAW

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### **What was the genesis of the idea that has made you a trailblazer?**

I have been attracted to the idea of transactional practice in the sports industry early on and began my career as a paralegal in-house at NFL, supporting NFL corporate transactions in team M&A, media and stadium matters. I realized then that the sports industry was at a stage to support sophisticated corporate transactions that required outside counsel with expertise in this space, and not just general practitioners.

### **What sort of change has resulted from the concept?**

The sports industry, as we are seeing more and more, is a stand-alone vertical that is touching every aspect of a large law firm. Along with the traditional deals that are occurring regularly such as M&A, joint venture, strategic investment, and media rights and licensing matters, we are seeing adjacent assets in sports flourish with increased attention such as the rise and popularity of NFTs, gambling, and data. This emergence has garnered attention from leagues, strategic investors and private equity (amongst others). I am excited to see how deals and transactions have become much more complex – deals that were once simpler licensing or commercial deals have now morphed into complex M&A deals with cutting-edge intellectual property issues. It's also an exciting time in the industry with increasing franchise values as we see the US sports leagues permit private equity investments, which is attracting a lot of interest and bringing new entrants and fresh perspectives into that space.

### **What bearing will this have on the future?**

I continue to see the prominence of sports in our culture and the increasing value of sports assets that will continue to cement sports as a stand-alone asset class, which will increase attention from private equity, strategic and other capital providers. All of this will also continue to be a ripe landscape for adjacent assets and cutting-edge IP that can be supported by sports.