

Sports

Establishing the legal game plan for the sports industry



Nelson Mullins' attorneys understand the multifaceted sports industry from the perspective of corporations, teams, sponsors, leagues, and athletes. We can help you whether you are

- a business negotiating with a league or team for sponsorship exclusivity within a category of products or services
- a corporation looking to secure stadium, arena, or other venue naming rights
- a regional sports network seeking counsel on content, carriage, and distribution agreements
- a new technology company seeking to impact the sports industry
- a college or university seeking assistance with Title IX compliance, multi-media agreements, or coaching contracts
- a company seeking to create permissible FTC and FCC social media advertising and influencer agreements

Delivering sports industry specific knowledge and experience to clients

Nelson Mullins' attorneys bring a combination of experience, legal knowledge, and business savvy to serve clients in the fast-paced, multifaceted sports industry. Our sports law practitioners bring experience in corporate law, labor and employment, antitrust, advertising, licensing, intellectual property, rights of publicity, traditional and new media, technology, data security and privacy, tax, and litigation. When client needs demand more specialized levels of knowledge, we collaborate with professionals from other groups in the firm for a truly multidisciplinary approach.

Comprehensive services from opening whistle to final buzzer

- Venue naming rights agreements
- League and team trademarks licensing
- Sponsorship and promotional relationship agreements
- Endorsement branding and marketing agreements

Related Practice Areas

[Blockchain & Digital Currency](#)

[Construction](#)

[Corporate & Securities](#)

[E-Discovery - Encompass](#)

[E-Discovery & Information Governance](#)

[Employment & Labor](#)

[Government Relations](#)

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[Litigation](#)

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[Tax](#)

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[White Collar Defense & Government Investigations](#)

- FCC and FTC guidelines and compliance
- Marketing and sponsorship agreements with professional sports leagues and franchises
- Title IX investigations
- Legal compliance related to sweepstakes and contests
- Legal agreement reviews for current best practices
- Consumer product licensing agreements
- Event marketing agreements
- Copyright and trademark protection, and usage guidelines
- Protections from ambush marketing tactics

A unified practice operating nationally with support from multiple disciplines

Nelson Mullins' sports law work is national in scope, with a practice set up to function cohesively across all of our offices. We follow a client-focused approach to achieving client objectives at a competitive price. When needed, our sports attorneys and business professionals can draw in resources from many other legal disciplines to provide well-rounded service to this complex sector of business. At all times, we work side-by-side with you towards shared goals.

Why Nelson Mullins?

- Substantial engagement by partners with industry-specific experience
- Extensive knowledge of evolving best practices, trends, and precedents
- Multi-disciplinary team with a practical, business mindset for solving problems and achieving objectives
- Responsive services delivered within demanding turn-around timelines
- Cost-efficient staffing models with cost predictability