



Dewey & LeBoeuf

Sports Litigation

Sports Litigation

About Dewey & LeBoeuf

Dewey & LeBoeuf is a full-service law firm providing counsel throughout the Americas, Europe, Russia/the CIS, the Middle East, Asia and Africa. With more than 1,100 lawyers in major financial and commercial centers, the firm represents national and international corporations, financial institutions and government agencies in their most complex legal matters.

For additional information, please visit www.dl.com.

Sports Litigation

2 |

Dewey & LeBoeuf has one of the premier sports litigation practices in the world. Our Sports Litigation Group members have played a leading role in the sports industry for more than a decade and have litigated some of the most famous sports litigations in history.

Those litigations include the landmark *Freeman McNeil* and *Reggie White* antitrust suits that led to the current free agency/salary cap systems in the National Football League (NFL); the NBA Player Class Actions that led to the current free agency/salary cap system in the National Basketball

Association; the *Latrell Sprewell*, *Terrell Owens* and *Pacers/Pistons* grievances; and the NIT/NCAA Antitrust Trial that led to the National Collegiate Athletic Association (NCAA) acquiring the historic college basketball National Invitational Tournament (NIT).

Members of the group have represented clients across the spectrum in the sports industry, building upon our longstanding representation of the players associations in the NFL, NBA and other sports leagues. These matters include representations of sports ownership groups, sports event organizers, intellectual property licensees and licensors, media companies, sports agents, governmental entities, coaches, competing sports leagues, sponsors, and others involved in disputes and transactions in the sports industry.

Our lawyers also advise clients in sports industry transactions involving potential litigation or other legal risk, and other contractual arrangements between participants in the sports industry. Our Sports Litigation Group is also well-practiced in the protection of valuable intellectual property rights, sports names and images, and the licensing of such property.

Arbitration

Our lawyers have represented parties in numerous historic sports arbitration proceedings. They successfully represented Latrell Sprewell in his controversial suspension arbitration, as well as players, agents, coaches and other parties in numerous other arbitrations, including John Elway, Terrell Owens, Curtis Martin, Barry Sanders, Steve McNair, Ashley Lelie, Steve Hutchinson, Terry Glenn, Chad Morton, Joey Galloway, Steve Young, Tim Brown, Ricky Williams, Jason Kendall, Patrick Ewing, the players in the Pacers/Pistons incident, Joe Smith, John Starks, Ben Wallace and Bill Belichick. We represented the agents for Peyton Manning and Derek Jeter, among other players, in arbitration proceedings and contract negotiations relating to the departure of these agents from International Management Group (IMG) to Creative Artists Agency (CAA). The firm has also represented ownership groups and governmental entities in arbitrations relating to the location and operation of sports franchises.

Antitrust and Other Civil Litigation

Lawyers in the group have litigated some of the most famous sports antitrust cases in history, including

the *Freeman McNeil* and *Reggie White* suits, the landmark antitrust actions that led to the establishment of the current free agency and salary cap system in the NFL, and the NBA Player Class Actions that led to the current free agency/salary cap system in the NBA. We have also represented owners of professional sports franchises in litigations and potential litigations against sports leagues, governmental entities and other entities, including disputes relating to possible franchise moves.

We represented Adidas, SFX Sports, a prominent sports agent, and NBA player Tim Thomas in a federal court litigation relating to an agent representation dispute. One of our practice group co-chairs successfully represented the North American Soccer League (NASL) in a landmark case challenging the rules restricting franchise cross-ownership in the NFL. Lawyers in the group have also represented agents and clients for Wasserman Media Group (WMG), another premier sports agency, and have been asked to serve as special investigators and mediators in a variety of disputes involving athletes and sport entities.

Intellectual Property

The Sports Litigation Group regularly handles intellectual property disputes and negotiations in the sports industry. The group also advises athletes, sponsors, sports property owners, agents and sports broadcasters on contracts, business activities, sponsorships and endorsement agreements, including representing Avon Products Inc. in its sponsorship of the Olympic Games and in negotiations with Derek Jeter in his endorsement of Avon's "Driven" line of products, as well as negotiating other Olympic sponsorship deals. Members of the group also represented Players Inc. — the licensing subsidiary of the NFL Players Association — in cutting edge litigation regarding the application of licensing contracts to intellectual property rights utilized on the Internet and in a putative class action concerning the licensing of retired NFL player rights.

Counseling

The lawyers in the practice group regularly advise clients in the sports industry in matters that do not involve litigation, but which involve legal issues in contract negotiations or other matters. For example, our lawyers represent the player board representatives of the Women's

Tennis Association (WTA) in matters relating to the structure and operation of the Sony Ericsson WTA Tour, which is jointly owned and governed by both tournaments and players. Our lawyers have also served as outside counsel to the Harlem Globetrotters basketball event business.

Recognition

The group has been nationally recognized for its prominence in the sports litigation industry. The group was ranked category one in 2005, 2006 and 2007 for "Leading Firms in Sports Litigation."

The group's co-chairs were ranked in category one and two for "Leading Individuals in Sports Litigation" in the same years. One of the practice group co-chairs was recently ranked No. 14 in *Street & Smith's SportsBusiness Journal's* award for "The 20 Most Influential People in the NFL," and the other practice group co-chair was recently selected as one of *Lawdragon's* "New Stars."



Dewey & LeBoeuf LLP

New York | London | Washington, DC | Abu Dhabi | Albany | Almaty | Beijing | Boston | Brussels | Chicago | Doha | Dubai | Frankfurt
Hong Kong | Houston | Johannesburg | Los Angeles | Madrid | Milan | Moscow | Paris | Riyadh | Rome | San Francisco | Silicon Valley | Warsaw

dl.com

The material contained herein does not constitute legal advice. Prior results do not guarantee future performance.

© 2012 Dewey & LeBoeuf LLP. All rights reserved.

In this publication, Dewey & LeBoeuf means the international legal practice comprising Dewey & LeBoeuf LLP, a limited liability partnership registered in the State of New York, Dewey & LeBoeuf LLP, a limited liability partnership incorporated under the laws of England and Wales, and all other affiliated partnerships, companies and entities. For further information on Dewey & LeBoeuf, please visit www.dl.com.