

Sports, Arts & Entertainment

Foster Garvey's Sports, Arts & Entertainment attorneys help clients navigate the complex business and legal environment in which they operate, build brands, and shape careers and businesses for lasting success.

We regularly assist our Sports, Arts & Entertainment clients as they confront the unique issues that affect these industries. We advise them on intellectual property, corporate, labor and employment, immigration, commercial, real estate, trusts and estates, regulatory and tax matters, and other matters related to launching a business and growing a brand.

With offices on both coasts and industry contacts worldwide, we are ideally situated to serve our clients' needs, including in the following areas:

Film and Television

Foster Garvey advises a variety of clients involved in the development, production and distribution of motion pictures and television programming. Our attorneys work with actors, screenwriters, producers, directors, studios, networks and other content distributors to negotiate the wide range of industry agreements, above-the-line and below-the-line talent and crew agreements, sales and distribution arrangements, option agreements, union and guild matters, life story rights deals and rights clearances. We also help financiers and investors evaluate and navigate the inherent risks associated with these industries.

Music

We represent new artists as well as Grammy Award-winning recording artists, songwriters, performers, DJs, producers and mixers, as well as independent record labels and music publishers, artist managers, business managers, talent agents and other music industry executives. Examples of our music services include recording and distribution agreements, songwriting and publishing agreements, producer and mixer agreements, catalog sales and acquisitions, copyright registrations and financings, sampling, mechanical and other license agreements, master use and synchronization licenses,

Service Contacts

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John A. Knab
Claire Mitchell
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Matthew J. Yium
Yeli Zhou

Related Services

Business & Corporate
Finance
Commercial & IP
Transactions
Construction

public performance licenses, touring and live event agreements, merchandising agreements and endorsement agreements.

Literary and Media

We assist new and established authors, journalists, writers, illustrators, animators, podcasters, broadcasters, investors, bloggers and app developers in the traditional and digital media spaces, including production companies, magazine publishers, video game companies, content developers and in various media platforms. Our representation and advocacy on behalf of our literary and media clients include negotiation of literary agent representation agreements, print and digital publishing agreements (including self-publishing agreements), on-air talent agreements, rights clearances and content licenses.

Arts

We represent both Broadway and off-Broadway actors, culinary professionals, dancers, photographers and designers, including fashion designers, interior designers, and furniture and houseware artisans. Our group's broad range of experience allows us to handle all of our arts clients' needs, including business formation, website terms of use and privacy policies, trademark and copyright registrations and negotiating and preparing an array of agreements including talent, merchandising, manufacturing, distribution, license, collaboration and employment and consulting agreements.

Sports Athletes, Organizations and Other Sports Industry Players

With substantial experience representing prominent professional athletes, sports teams, team owners, coaches, broadcasters, agents, managers, content creators and corporate sponsors, Foster Garvey provides comprehensive legal support across the sports industry. Our attorneys excel in transactional and litigation matters, safeguarding the interests of our clients in personal, professional and business endeavors.

We provide guidance in negotiating industry contracts such as brand endorsement and influencer agreements, sports marketing agreements, player and coaching contracts, exhibition and tournament agreements, personal appearance releases, management contracts, agent representation agreements, media rights and syndication agreements, sports venue naming rights

Emerging Companies
Employee Benefits & Executive Compensation
Food & Beverage
Insurance Coverage
IP & Technology
Labor, Employment & Immigration
Land Use & Development Permitting
Public Finance & Municipal Government
Real Estate
Real Estate, Land Use & Environmental

and sponsorships and other services contracts, and releases. We also are well-versed in advising student-athletes on their Name, Image, and Likeness (NIL) rights, empowering them to make informed decisions about their personal brand and commercial opportunities.

Our track record speaks for itself. We have represented professional athletes in tournament and exhibition agreements, negotiated endorsement and sports marketing agreements with iconic, industry-leading brands like Nike, Apple, Speedo, JPMorgan Chase, Kohl's, Ulta, HSN, Anheuser-Busch, Lincoln, Fiat, Nissan, Subway, Remy Martin, Jamba Juice, Wilson, Audemars Piguet, Gucci, Stuart Weitzman, Puma, Reebok, Fila, DirecTV, Tonal, Amazon, Pampers, Tide, Secret and Gatorade. Additionally, we advise our clients on matters involving publicity and brand management to help them develop, protect and monetize their intellectual property through trademark registration, licensing and other branding strategies.

Emerging Sports

As the sports industry evolves, Foster Garvey's Sports, Arts & Entertainment practice group stays ahead of the curve to provide legal services to clients in emerging sports such as professional pickleball, rugby and gaming/e-sports. Our attorneys can help navigate the legal complexities of new regulations and policies related to emerging sports leagues.

In addition, our attorneys provide legal guidance on emerging trends and technologies, enabling our clients to deploy innovative strategies so they can deliver cutting edge fan engagement through social media, streaming and virtual reality.

Sports Facility Development

Our firm is involved in nearly every phase of stadium and arena project development (at the collegiate, minor league and major league levels), including land use, planning, zoning, environmental remediation, transportation and utilities matters, site selection, financing, construction, and operation. We have drafted important legislation for professional sports facilities and defended it through appeals up to the United States Supreme Court. Our experience includes representing:

- Developers and team owners of major and minor league professional and college sports facilities
- Lenders in financing major and minor league sports facilities
- Public bodies in financing major and minor league sports facilities

We are also experienced in negotiating and drafting luxury suite and preferred-seat licenses; concession and merchandise vendor arrangements and working on sponsorship, signage and intellectual property rights matters.

Blog Posts

The Spotlight Turns Five

Sports & Entertainment Spotlight, 3.6.26

Holiday Gifting Is Here: NASCAR and Premier League Seeing Green, Tay Tay Tops Yet Another Chart, and NCAA Proposes Novel Student-Athlete Compensation Plan

Sports & Entertainment Spotlight, 12.8.23

Highlights from 4se 2023: Insights, Inspiration, and Surprising Connections in Sports & Entertainment

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Spotlights: Writers' Strike, Sheeran Prevails in Copyright Battle, Snoop Dogg's NHL Bid, and More

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Sports & Entertainment Spotlight: Groundhog Day all over again--Tom Brady edition

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Sports & Entertainment Spotlight: NFL Wide Receiver Odell Beckham, Jr. files a \$20M lawsuit against Nike

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Sports & Entertainment Spotlight: Tiger Woods and Rory McIlroy's Tech-Infused Sports, Entertainment and Media Company TMRW Sports Announces Investment Backing by Some of the Biggest Names in the Business

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Sports & Entertainment Spotlight: Norfolk State University's Basketball Team Strikes a Name, Image and Likeness (NIL) Deal With a Moving Company

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Sports & Entertainment Spotlight: Jay-Z Takes Bacardi to Court for Corporate Records Disclosure Regarding the Jointly Owned Cognac Brand, D'Usse

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Sports & Entertainment Spotlight: Major League Baseball Makes History, Becoming the First Major Professional Sports League to Enter a Sponsorship Deal with a CBD Brand

Sports & Entertainment Spotlight, 10.13.22

Sports & Entertainment Spotlight: As Mid-Term Elections Approach, the New Congress Will Likely Take a Renewed Look at Federal Name, Image, and Likeness (NIL) Legislation

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Sports & Entertainment Spotlight: Celebrities' Latest Bread and Butter Investment Play Seems To Be Homed-in on the Restaurant Industry, Which Begg the Question: What Do They Do With Their Rotten Tomatoes?
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Sports & Entertainment Spotlight: The Stadium Naming Rights for the Pittsburgh Steelers Are No Longer Held by Condiment Mavens Heinz, as Those Rights Now Belong to Acrisure Insurance Company
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Sports & Entertainment Spotlight: Comedian Kevin Hart Is Not Joking Around With His New, Entirely Plant-Based Fast-Food Concept Restaurant, 'Hart House'

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Sports & Entertainment Spotlight: Hailey Bieber's Skincare Company 'Rhode' Is Being Haled Into Court to Answer Trademark Infringement Claims by a Fashion Brand of the Same Name

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Sports & Entertainment Spotlight: Apple Inks a 10-Year Partnership With Major League Soccer

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Sports & Entertainment Spotlight: Los Angeles Rams Pass Rusher Aaron Donald's Restructured Deal Makes Him \$95 Million by 2024; and Walton Family Closes a \$4.65 Billion Purchase of the Denver Broncos Football Team

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Sports & Entertainment Spotlight: 'Top Gun: Maverick' Appears to Be Another Sequel Holding its Own; and Justin Timberlake Becomes the Latest Songwriter to Make a \$100 Million Windfall From the Sale of His Song Catalog

Sports & Entertainment Spotlight, 6.2.22

Sports & Entertainment Spotlight: Ye Is the Latest Musician to Forge a Collaboration With a Fast Food Restaurant, and Kim Kardashian Also Jumps Into the Food World Having Been Named Beyond Meat's "Chief Taste Consultant"

Sports & Entertainment Spotlight, 5.26.22

Sports & Entertainment Spotlight: Boosters in NIL Collectives Are Taking Full Advantage of Using NIL as a Recruiting Tool, and LimeWire Enters a Content Licensing Deal With Universal Music Group for its NFT-Licensing Platform

Sports & Entertainment Spotlight, 5.19.22

Sports & Entertainment Spotlight: Nickelodeon is Set to Broadcast a National Football League Game on Christmas Day, and Formula 1 Racing Continues its Rise to Popularity

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Sports & Entertainment Spotlight: College Athletes Use NIL Opportunities to Create Bidding War, and Power Couple Jay-Z and Beyoncé Invest in the Future of Healthy Snacks

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Sports & Entertainment Spotlight: Kevin Hart Signs a \$100 Million Investment Agreement to Create Multi-Platform Comedic Storytelling and Experiences Company: HARTBEAT
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Sports & Entertainment Spotlight: Many Celebrities Are Increasingly Taking High-Profile Founder or Consulting Roles for Consumer Brands
Sports & Entertainment Spotlight, 4.14.22

Sports & Entertainment Spotlight: Female NCAA Athletes Largely Outpace Their Male Counterparts on Endorsements; and Ex-Wife of Beach Boys Founder Brian Wilson Sues Him Over His \$50 Million Song Catalog Sale
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Sports & Entertainment Spotlight: Kobe Bryant's Estate and Nike Forge New Partnership to Carry on Legacy; Dua Lipa Faces Yet Another Copyright Infringement Lawsuit Over Her Mega-Hit Song "Levitating"
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Sports & Entertainment Spotlight: Speedo Drops Russian Olympian Swimmer Evgeny Rylov's Sponsorship for Supporting Vladimir Putin, and Amazon's \$8.5 Billion Acquisition of MGM Studios Is Officially Closed
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Sports & Entertainment Spotlight: Sports and Entertainment Industries' Response to the War in Ukraine; and Larry David's Documentary Launch That Was Scrubbed a Day Before its Premiere
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Sports & Entertainment Spotlight: Former Miami Dolphins’ Head Coach Brian Flores Files a Potential Landmark Lawsuit Against the NFL Alleging Racial Discrimination, and Former NBA Player J.R. Smith Aims for NIL Opportunities

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Planning a Super Bowl- or Olympics-Themed Marketing Campaign? Quick Tips for Staying in Bounds and Avoiding Disqualification

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Thank You for Your Readership in 2021 and Best Wishes for a Happy and Healthy New Year

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Happy Holidays From The Sports & Entertainment Spotlight

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Sports & Entertainment Spotlight: It May Be “Simply the Best” that Tina Turner Sells Her Iconic Catalog to BMG

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Sports & Entertainment Spotlight: Intellectual Property Rights in the Crosshairs as Lawsuits Involving Disney and Facebook Surface

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Sports & Entertainment Spotlight: The Steady Evolution of Athlete Endorsement and Sponsorship Markets and the Latest Household Names to Join the NFT Craze
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Sports & Entertainment Spotlight - July 30, 2021
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Fair Pay to Play Act: Legislation Allowing NCAA Athlete Compensation Signed into Law by
California Gov. Gavin Newsom

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