

Entertainment, Sports & Media

Strategic counsel at the intersection of law, business, and culture

The worlds of entertainment, sports, and media operate in a dynamic and constantly evolving landscape. Legal challenges in these interconnected sectors often require innovative, cross-functional solutions. Our Entertainment, Sports, and Media Service Group is uniquely positioned to provide comprehensive, forward-thinking legal counsel that safeguards our clients' interests while capitalizing on emerging opportunities.

Entertainment and Media

The entertainment and media industries are rife with legal complexities, including intellectual property, privacy/publicity rights, contracts, labor and employment negotiations, and crisis/reputation management needs. Our attorneys represent a diverse range of high-profile clientele, including artists, actors, musicians, comedians/improvisers, athletes, authors, influencers, content creators, gamers, models, producers, directors, writers, photographers, broadcasters/publishers, event venues, publicity firms, and more.

We offer extensive legal services, including:

- **Contracts and Agreements:** Drafting and negotiating agreements including the licensing of original works, sponsorships, and celebrity product and service endorsements.
- **Complex Corporate Transactions:** Including mergers and acquisitions, formations, and joint ventures involving talent and media entities.
- **Intellectual Property Protection:** Safeguarding copyrights, trademarks, and trade secrets and related licensing.
- **Crisis and Reputation Management:** Protecting our clients' privacy and publicity rights and addressing claims of defamation, tortious interference, intrusion, and the improper disclosure of private facts.
- **Media and Advertising Counsel:** Providing business counsel and mitigating defamation and commercial disparagement liability, as well as free speech implications.
- **Pre-Broadcast/Publication Counsel:** Ensuring legal compliance for newsgathering, publications, and on-air broadcasts.

PROFESSIONALS

Ryan B. Jacobson
Partner

Marissa R. Borschke
Associate

Luke A. Fedlam
Partner

Max Goodman
Partner

Darren P. Grady
Partner

Danessa P. Watkins
Partner

We also assist with legal challenges related to censorship, political speech liability, and the evolving landscape of online content and e-commerce. Our goal is to minimize litigation risks while protecting our clients' creative and commercial interests.

Sports

The sports industry is experiencing unprecedented transformation, from the rapid expansion of name, image, and likeness (NIL) rights to groundbreaking developments in professional and collegiate athletics. Our attorneys provide sophisticated legal counsel to athletes, teams, governing bodies, and other sports organizations at all levels, ensuring compliance, protection, and strategic growth in a highly competitive environment.

Our sports-related services include:

- **NIL Strategy:** Advising collegiate and professional athletes and organizations entering the sports landscape on NIL opportunities, endorsement deals, branding, and compliance with NCAA and state regulations.
- **Professional Athlete Representation and Career Management:** Structuring and analyzing agent agreements, endorsement contracts, licensing deals, and career transition strategies tailored for longevity and success.
- **Intellectual Property and Personal Brand Protection:** Assisting athletes and sports-related businesses in creating and safeguarding their personal brand through trademarks, copyrights, and licensing.
- **Contract Negotiation and Dispute Resolution:** Advocating for athletes and organizations in contract negotiations, sponsorship disputes, and employment matters with a focus on protecting short- and long-term interests.
- **Risk Management and Governance:** Advising companies to ensure compliance with rules, industry regulations, and state and federal laws.
- **Future Planning:** Providing estate planning, wealth management, and asset protection strategies to help athletes safeguard their legacy beyond sports.

Comprehensive Legal Support for a Changing Landscape

The lines between entertainment, sports, and media continue to blur, creating new opportunities and legal challenges that require an integrated approach. Our team's multidisciplinary practice ensures that our clients are equipped to navigate the complexities of these industries with confidence. From A-list entertainers and elite athletes to emerging creators and global brands, we leverage our deep industry knowledge and legal acumen to anticipate challenges, minimize risks, and drive strategic success. By blending legal proficiency with a keen understanding of market trends, we empower our clients to seize opportunities, innovate with confidence, and achieve lasting impact in their respective fields.

Entertainment, Sports & Media

Experience

Obtained Zoning and Related Approvals for a Live Music Venue Developer to Construct a \$50 Million Complex

Serves as Outside Counsel to Media and Marketing Solutions Company

Regularly Defend Public Figures' First Amendment Right to Free Speech

Achieved Dismissal of Defamation Claims For Business Client

Serves as Outside Counsel for a Nonprofit Membership Organization of Black Major League Soccer Players, Coaches, and Staff

Protected College Athletes in the Negotiation of Name, Image, and Likeness Deals

Successfully Negotiated Settlements for Numerous Professional Athletes

Seven-Figure Defamation Settlement for Social Media Influencer

Firm News

Amundsen Davis Welcomes Corporate and Sports Law Authority Luke Fedlam
Firm News, March 10, 2025

Subscribe to Amundsen Davis's Litigation Nation Podcast for the latest legal updates!
Firm News

82 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America
Firm News, August 17, 2023

Amundsen Davis Attorneys Included in the 2023 Illinois Super Lawyers and Rising Stars List
Firm News, *Amundsen Davis*, January 23, 2023

Amundsen Davis Promotes Two to Partner
February 22, 2021

Amundsen Davis Ranks on Crain's Chicago Business' 2018 Largest Law Firms List
Crain's Chicago Business, October 25, 2018

Ryan Jacobson Joins 13th Annual "Dancing With The Giordano Stars" Benefit
Chicago Patch, October 4, 2018

5 Amundsen Davis Attorneys Included on 2018 Indiana Super Lawyers and Rising Stars Lists
Firm News, February 20, 2018

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Amundsen Davis Ranks on Crain's Chicago Business' Largest Law Firms List
Crain's Chicago Business, September 15, 2017

26 Amundsen Davis Attorneys Included on 2017 Illinois Super Lawyers and Rising Stars Lists
Firm News, January 13, 2017

Amundsen Davis Ranks on Crain's Chicago Business' Chicago Largest Law Firms List
Firm News, *Crain's Chicago Business*, September 10, 2016

In the Media

Ryan Jacobson Interviewed for *Chicago Daily Law Bulletin* on Recently Dismissed Justin Bieber Lawsuit
Media Mention, *Chicago Daily Law Bulletin*, June 16, 2025

Luke Fedlam Interviewed on *The House v. NCAA Settlement*
Media Mention, *ABC 6*, June 6, 2025

Makers Bar Interview With Luke Fedlam ESQ
Media Mention, *Makers Bar*, May 20, 2025

Luke Fedlam Joins NCAA Elite Student-Athlete Symposium on NFL Transition
Media Mention, *NCAA*, March 3, 2025

Luke Fedlam and Larry James Talk "Wild, Wild West" on *The Tim May Show*
Media Mention, *The Tim May Show*, February 25, 2025

Luke Fedlam Quoted in *Money* Article Regarding Payouts for Former College Athletes
Media Mention, *Money*, October 18, 2024

Luke Fedlam Discusses Protecting Student-Athletes on *SBJ Presents* Podcast
Media Mention, *SBJ Presents*, June 24, 2024

Ryan Jacobson's Work Highlighted in *Chicago-Kent Magazine*
Media Mention, *Chicago-Kent Magazine*, Spring 2024

Luke Fedlam Interviewed by *ABC-6 Columbus* on NIL Deals for Female Athletes
Media Mention, *ABC-6*, April 22, 2024

Luke Fedlam Discusses the Fast-Changing World of NIL with *WCNC Charlotte*
Media Mention, *WCNC Charlotte*, March 22, 2024

Luke Fedlam Quoted in *Bloomberg Law* on NCAA Recruitment of High School Student Athletes
Media Mention, *Bloomberg Law*, March 13, 2024

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Luke Fedlam Interviewed By *NerdWallet* on Financial Tips for Student-Athletes
Media Mention, *NerdWallet*, February 6, 2024

Luke Fedlam Discusses the "Wild, Wild West" World of NIL with *ABC-6 Columbus*
Media Mention, *ABC-6*, January 31, 2024

Luke Fedlam Discusses NIL with *FOX19 Cincinnati*
Media Mention, *FOX19 Cincinnati*, December 20, 2023

Luke Fedlam Speaks to *Columbus ABC 6* on the Future of NIL
Media Mention, *Columbus ABC 6*, December 13, 2023

Luke Fedlam Quoted on NIL in Recruitment of Basketball Star
Media Mention, *Iohud.*, October 25, 2023

Luke Fedlam Quoted in *Nerdwallet* on Money Tips for Athletes Profiting from NIL
Media Mention, *Nerdwallet*, July 24, 2023

Luke Fedlam Quoted by *Golf Digest*
Media Mention, *Golf Digest*, May 25, 2023

Luke Fedlam Quoted on NIL by *Golf Digest*
Media Mention, *Golf Digest*, April 9, 2023

Tampa Bay Times Interviews Luke Fedlam on Florida Gators NIL Matter
Media Mention, *Tampa Bay Times*, January 24, 2023

Luke Fedlam Interviewed by *The Extra Point Podcast*
Media Mention, *The Extra Point Podcast*, December 21, 2022

Luke Fedlam Joins the *Aaron Torres Sports Podcast* for Interview
Media Mention, *Aaron Torres Sports Podcast*, December 21, 2022

Luke Fedlam Featured on San Antonio's *R&R in the Morning Sports Show*
Media Mention, *94.1 San Antonio's Sport Star, R&R in the Morning*, December 21, 2022

Luke Fedlam Quoted in *Chapelboro.com* Article about Work Focused on NIL
Media Mention, *Chapelboro.com*, July 7, 2022

The Dispatch Features Luke Feldman on First Anniversary of NIL
Media Mention, *The Dispatch*, July 6, 2022

Luke Fedlam Quoted in *Lawrence Journal-World* Article about NIL
Media Mention, *Lawrence Journal-World*, May 14, 2022

Luke Fedlam Featured Alongside OSU's Gene Smith on Latest NIL Decision
Media Mention, *Columbus ABC 6 WSYX*, May 10, 2022

Luke Fedlam Featured in Spotlight by Moritz College of Law
Media Mention, *Moritz College of Law*, April 11, 2022

NBC Nebraska News 2 Interviews Luke Fedlam on NCAA's NIL Rules
Media Mention, *NBC Nebraska News 2*, March 4, 2022

Luke Fedlam Interviewed on *Rounding the Bases* Sports Podcast with Joel Goldberg
Media Mention, *Rounding the Bases*, February 14, 2022

The Fan Cleveland Talks to Luke Fedlam about NIL
Media Mention, *The Fan Cleveland*, February 2, 2022

Luke Fedlam Interviewed on *The Drive with Jake Wimberly* on NIL
Media Mention, *The Drive with Jake Wimberly*, January 29, 2022

The Columbus Dispatch Mentions Luke Fedlam in OSU Basketball Players Using NIL Rights Article
Media Mention, *The Columbus Dispatch*, January 17, 2022

Pittsburgh Post-Gazette Quotes Luke Fedlam on NIL
Media Mention, *Pittsburgh Post-Gazette*, October 24, 2021

Statehouse News Bureau Quotes Luke Fedlam on NIL Deals
Media Mention, *Statehouse News Bureau*, August 4, 2021

Luke Fedlam Offers NIL Advice on *Tim May Podcast*
Media Mention, *Tim May Podcast*, July 2, 2021

The Columbus Dispatch Interviews Luke Fedlam on NIL Era Arriving at Ohio State
Media Mention, *The Columbus Dispatch*, July 1, 2021

Schippys News Quotes Luke Fedlam on How NCAA Athletes May Capitalize on New NIL Rules
Media Mention, *Schippys News*, July 1, 2021

Luke Fedlam Mentioned in *Sports Illustrated* Article Regarding NIL Education for Ohio State Student-Athletes
Media Mention, *Sports Illustrated*, June 24, 2021

Luke Fedlam Mentioned in *WSYX ABC 6* Article on Working with Ohio State
Media Mention, *WSYX ABC 6*, June 24, 2021

Luke Fedlam Interviewed for *Law360* Article on NCAA Ruling
Media Mention, *Law360*, June 21, 2021

Luke Fedlam Interviewed for *WBNS 10TV* Article
Media Mention, *WBNS 10TV*, June 21, 2021

Columbus Business First Interviews Luke Fedlam on Endorsements for College Athletes
Media Mention, *Columbus Business First*, May 26, 2021

Luke Fedlam Interviewed on How NIL Bill in Ohio will Impact Athletes
Media Mention, *Tim May Podcast*, May 25, 2021

Luke Fedlam Discusses NIL and Athletes Transitioning to the Pros on *Tim May Podcast*
Media Mention, *Tim May Podcast*, April 27, 2021

Luke Fedlam Quoted by *ESPN.com* on 25 of College Basketball's Most Marketable Players
Media Mention, *ESPN.com*, April 19, 2021

ABC 6 Columbus Interviews Luke Fedlam on Name, Image & Likeness Developments
Media Mention, *ABC 6 Columbus*, March 31, 2021

Luke Fedlam Featured in Black Student-Athlete (BSA) Speaker Spotlight Q&A
Media Mention, *University of Texas*, January 27, 2021

ESPN Interviews Luke Fedlam on College Basketball Parents Association
Media Mention, *ESPN*, November 24, 2020

Luke Fedlam Quoted by *ESPN.com*
Media Mention, *ESPN.com*, November 18, 2020

Deployment Won't Pause Candidate's Defamation Suit -- *Chicago Daily Law Bulletin* Quotes Ryan Jacobson
Media Mention, *Chicago Daily Law Bulletin*, November 6, 2020

Tim May Podcast Welcomes Luke Fedlam
Media Mention, *Tim May Podcast*, September 22, 2020

Luke Fedlam Interviewed for *College Athletics and the Law* Article
Media Mention, *College Athletics and the Law*, September 7, 2020

Deadspin Interviews Luke Fedlam on HIPAA Laws Applying to Athletes
Media Mention, *Deadspin*, June 28, 2020

Luke Fedlam Interviewed for NCAA IP Shift Article
Media Mention, *Law360*, April 30, 2020

Luke Fedlam Mentioned in *Medill Reports Chicago* Article
Media Mention, *Medill Reports Chicago*, February 18, 2020

"Federal Fraud & Breach of Contract Lawsuit," Ryan Jacobson Quoted in *Crain's Chicago Business* Article
Media Mention, *Chicago Business*, September 29, 2019

Ryan Jacobson Quoted in *The Chicago Tribune*
Media Mention, *The Chicago Tribune*, September 23, 2019

Chicago Daily Law Bulletin Quotes Ryan Jacobson in "Appeal Panel Denies Defamation Suit"

Media Mention, *Chicago Daily Law Bulletin*, August 22, 2019

Ryan Jacobson Quoted in *The News-Gazette*

Media Mention, *The News-Gazette*, April 9, 2019

Ryan Jacobson Obtains \$7.6 Million Judgment for Client in Defamation Case

Media Mention, *Chicago Daily Law Bulletin*, March 22, 2019

Ryan Jacobson Quoted in the *Chicago Daily Law Bulletin*

Media Mention, *Chicago Daily Law Bulletin*, January 29, 2019

In an era when everything is political, is any Metro ad noncontroversial? -- Ryan Jacobson Quoted in *The Washington Post*

Media Mention, *The Washington Post*, August 20, 2018

Luke Fedlam Mentioned in *Eleven Warriors* Article When Presentation Hits Home

Media Mention, *Eleven Warriors*, July 6, 2018

Eleven Warriors Mentions Luke Fedlam After Presentation

Media Mention, *Eleven Warriors*, April 7, 2018

Luke Fedlam Talks Sports Law *Buckeye National Radio*

Media Mention, *Buckeye National Radio*, September 7, 2017

Chicago Sun Times Quotes Ryan Jacobson Regarding Pending Lawsuit Against a Chinatown Lounge

Media Mention, *Chicago Sun Times*, June 7, 2017

Entertainment Lawyer Says "Yes, and" to Launching His Own Cinematic Career – Chicago Daily Law Bulletin Features Ryan Jacobson

Media Mention, *Chicago Daily Law Bulletin*, September 19, 2016

Alerts

Join Us for a Live Breakdown of the *House* Settlement Decision

Article, *Amundsen Davis Events & Webcasts*, Date/Time: TBD – 24 Hours Post-Ruling

Protecting Student-Athletes and Their Families: A Guide to Navigating Agent Selection, NIL Agreements, and Collectives

Article, *Amundsen Davis Entertainment, Sports & Media Alert*, April 3, 2025

Democratizing the Defense to Doxing: New Attorney Fee Awards for Victims Alters Paradigm

Article, *Amundsen Davis Entertainment Alert*, October 29, 2024

In Commercial Litigation, Home-Field Advantage Can Help You Win

Amundsen Davis Commercial Litigation Alert, February 27, 2017

Events

Protecting Your Business in the Wake of Bad “Press” and Negative Social Media Speaking Engagement, Illinois Chamber of Commerce, Webcast, June 24, 2025

Be the First to Know: Live Breakdown of the House Settlement Decision Event, Amundsen Davis, Webcast, June 9, 2025

Defamation Nation: Taking the Pain out of Campaigning Speaking Engagement, Chicago Bar Association, Seminar & Live Webcast; Chicago, IL, May 8, 2025

Charles Evans Hughes Moot Court Competition Event, Chicago-Kent College of Law, Competition, Chicago, IL, April 18, 2025

Defamation, Disinformation, and Digital Speech: Legal Approaches to Protecting and Promoting Reputation Speaking Engagement, MyLawCLE; Webcast, April 17, 2025

College Basketball Transition Speaking Engagement, McDonald's All American Games & College Basketball Parents Association, Panel Discussion; Brooklyn, NY, April 1, 2025

Negotiation Playbook: Dispute Resolution Insights from a Sports Law Practice Speaking Engagement, The Ohio State University Moritz College of Law, 2025 Edmiston Lecture; Columbus, OH, March 17, 2025

NCAA v. House/Hubbard/Carter Proposed Settlement: The Current Legal Landscape Speaking Engagement, The Drake Group Education Fund, Webcast, September 19, 2024

The Offense and Defense of NIL: Exploring the Evolution of Name, Image and Likeness and Its Impact on Collegiate Sports Speaking Engagement, The Sports and Society, Ohio State Athletics and Anomaly Sports Group, Seminar, November 14, 2022

Lawsuit-Proofing Your Business Speaking Engagement, The Hatchery Chicago; Webcast, July 28, 2022

How a Properly Worded Waiver & the Right Insurance Can Protect Your Business Speaking Engagement, WaiverSign, Webcast, June 2, 2022

Your Business's Response to Bad “Press” and Negative Social Media Posts Speaking Engagement, Illinois Chamber of Commerce, Webcast, February 23, 2022

Game Changer: The New NCAA NIL Rules Speaking Engagement, Columbus Metropolitan Club, Seminar, August 4, 2021

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Deconstructing Cancel Culture: A New Look at Crisis Management
Better Business Bureau, Webcast, May 11, 2021

Cancelling Cancel Culture: How to Safeguard Your Reputation from Bad Publicity
Speaking Engagement, Illinois Chamber of Commerce, Webcast, April 6, 2021

Disruption in College Sports: The Evolution and Issues Surrounding Student-Athletes' Name, Image and Likeness Rights
Speaking Engagement, American Bar Association, Forum on the Entertainment and Sports Industries Annual Conference, October 1, 2020

Getting Prepared: How Can Student-Athletes and Athletic Departments Prepare for NIL
Speaking Engagement, Ohio State Sports and Society Initiative, Webcast, May 26, 2020

Brand Equity: How will NIL Opportunities and Money From Brands Get Disseminated to College Student-Athletes?
Speaking Engagement, Ohio State Sports and Society Initiative, Webcast, May 19, 2020

Privacy Rights, Camera, Action! A Primer for Filmmakers
DePaul University; Chicago, IL, October 2019

Privacy Rights, Camera, Action! A Primer for Filmmakers
Chicago, IL; DePaul University, October 25, 2018

Photographing in the Public Sphere
Chicago, IL, September 13, 2018

A Path to Passion
Speaking Engagement, Ohio State University (OSU) Football, Seminar, April 5, 2018

Netting the Women's Final Four: Cbus Cashes in on Amateur Sports
Speaking Engagement, Columbus Metropolitan Club, Seminar, November 15, 2017

National Autonomous University of Mexico Visits Our Chicago Office
Amundsen Davis, Chicago, IL, July 12, 2016

Published Works

Universities Must Support Student Athletes Academically Even With New NIL Rules
Publication, *The Columbus Dispatch*, May 12, 2025

Sports Law: A Practical Guide to Protecting the Interests of Athletes
Publication, *Practising Law Institute*, April 1, 2024

Student-Athletes or Employees? The Multimillion-Dollar Question
Publication, *Practising Law Institute*, January 24, 2024

A Whole New Ball Game: NFTs and Digital Trading Cards
Publication, *PLI Chronicle*, February 16, 2022

Spectrum News Quotes Luke Fedlam on Female Athletes and NIL
Media Mention, *Spectrum News*, July 3, 2021

A Guide to Being Media Savvy – Best Practices to Safeguard Your Public Image
Better Business Magazine, Summer 2020

Combating Negative Publicity: Pitfalls & Best Practices
The Illinois Manufacturer, July 2020

The NCAA Will Temporarily Allow Student-Athletes to Raise Money for COVID-19 -
Here's How They Can Protect Themselves
Publication, *The National Law Review*, April 15, 2020

Float Like A Butterfly, Sting Like A \$30 Million Lawsuit: Muhammad Ali Enterprises
Throws a Haymaker at Fox with a Right of Publicity Claim
*American Bar Association Forum Newsletter on the Entertainment and Sports
Industries*, Fall 2018

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