

Luke A. Fedlam

Columbus, OH

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PARTNER

Overview

Luke's career is dedicated to guiding businesses, executives, and athletes through the complexities of corporate and sports law, ensuring they are protected, empowered, and prepared for success. As co-chair of the firm's Entertainment, Sports, and Media Law Service Group, he provides strategic counsel to organizations on corporate structuring, governance, and strategic transactions while also serving as a trusted advisor for athletes navigating the business of sports. Whether advising a company on an acquisition or helping a professional athlete negotiate an endorsement deal, Luke applies a client-centric approach that prioritizes education, risk mitigation, and long-term growth.

As a corporate attorney and sports law advisor, Luke offers comprehensive legal solutions tailored to the distinct needs of his clients. His background in finance and wealth management initially led him to educate athletes on financial literacy, where he saw firsthand how individuals in high-stakes industries often lacked the legal protection they needed. This experience shaped his career, fueling his passion for providing the same level of business-minded advocacy to entrepreneurs, executives, and athletes alike. Today, he leverages his deep knowledge of corporate transactions, contract negotiations, and brand protection to help clients—from emerging startups to elite athletes to established businesses—secure their futures and maximize opportunities.

CORPORATE LAW SERVICES

Luke regularly provides bespoke solutions to businesses and their executives on a wide variety of corporate matters, helping them maximize operational efficiency while avoiding legal exposure. His style of counseling focuses on education and protection. This experience includes:

- Advising on business formation and structuring, including selection of appropriate legal entity and assisting with incorporation.

SERVICES

Commercial Contracts
Corporate & Securities
Corporate Governance
Entertainment, Sports & Media
Hospitality, Leisure & Tourism
Intellectual Property
Mergers & Acquisitions
Money Management/
Investment Adviser
Outside General Counsel
Tax

EDUCATION

The Ohio State University
Michael E. Moritz College of
Law, J.D., 2013

Wake Forest University, B.A.,
2001

ADMISSIONS

Ohio

- Negotiating and drafting contracts related to vendors, clients, employment, and operations.
- Developing best practices for corporate governance to ensure compliance with laws and regulations.
- Evaluating, negotiating, and executing mergers, acquisitions, and divestitures.
- Advising on the protection and management of intellectual property assets.
- Counseling on employment agreements, policies, and dispute resolution.
- Creating estate planning instruments and providing wealth preservation strategies.
- Guiding on the formation and operation of nonprofit entities, including obtaining tax-exempt status.

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SPORTS LAW SERVICES

Luke's former role as a finance and wealth manager for athletes reignited an old interest in pursuing law. He saw firsthand that professional athletes, with ample opportunities in front of them and nobody to guard their best interests, were often taken advantage of. They needed frequent guidance from a trusted, knowledgeable advisor to understand and navigate the legal and business aspects of the sports industry. As a non-agent sports attorney, Luke is an educator and advocate who protects the possibilities of the individual athletes he represents.

Luke works with players at the high school, collegiate, and professional levels as well as retired athletes. He helps players and their families, coaches, and advisors understand available options and likely outcomes to maximize success while avoiding the pitfalls of a competitive industry. As a former D1 athlete, Luke also understands the importance of preparing for life after the game. Central to his strategy is setting individuals up for success now and well into the future. He provides objective and thorough representation that includes:

- Advising on name, image, and likeness (NIL) opportunities.
- Counseling on how to build, protect, and leverage a personal brand.
- Analyzing agent, endorsement, and marketing contracts.
- Reviewing and negotiating prospective private business and real estate investments.
- Counseling on wealth management and estate planning.
- Creating business entities and nonprofit foundations.
- Advising foreign national players on immigration and related issues.

PRACTICAL EDUCATION FOR STUDENT-ATHLETES

Luke's passion for helping athletes and their advisors is also evident outside of the office. Recognizing the need to continue these important conversations, Luke co-founded two companies to educate student-athletes and their families. He is the managing partner of ADVANCE, a company devoted to NIL education. Luke is also co-executive director of the College Basketball Parents Association, a national network of college basketball parents.

Luke is a frequent author and dynamic speaker on a variety of topics relating to the business of sports.

Experience

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

Successful Representation of Multimember LLC Withdrawal and Restructuring

Successfully Negotiated Settlements for Numerous Professional Athletes

Provides Counsel to Various Nonprofit Entities

Membership & Involvement

- Member: Columbus Bar Association; John Mercer Langston Bar Association; American Bar Association, Forum on the Entertainment and Sports Industries; Sport Lawyers Association
- Young American Leaders Program, Harvard Business School, 2024
- Board of Directors: John McLendon Minority Scholarship Foundation
- Board of Trustees: Columbus Clippers; Capital University
- Board of Commissioners: Greater Columbus Sports Commission
- Co-Executive Director: College Basketball Parents Association
- Board Member: National Youth Advocate Program
- Committee Member: City of Columbus and Franklin County's Funding Review Advisory Committee
- Fellow: Leadership Council on Legal Diversity, 2018

Honors

- Selected to *Best Lawyers: Ones to Watch*, 2021
- Selected to the Ohio Super Lawyers "Rising Stars" list: 2016, 2019, 2020, 2021, 2022, 2023

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- Athletes Abroad International Ambassador Award, 2025
- The Ohio State University Moritz College of Law Outstanding Recent Alumnus Award, 2022
- Central Ohio Honors, Honoring the Legacy in Business Award, 2022
- *Columbus Business First* 40 Under 40, 2015
- United Way of Central Ohio, Color Me Excellent Award, 2015
- African American Leadership Academy, Leadership Fellow, 2015
- American Law Institute, Scholarship and Leadership Awards, 2013
- Northeastern Regional Transactional Law Competition, "Best Written Agreement," 2013
- Tulane Mardi Gras National Sports Law Moot Court Invitational, 2nd Place Oralists

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Firm News

Luke Fedlam Appointed to City of Columbus and Franklin County's Funding Review Advisory Committee
Firm News, April 8, 2025

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

In the Media

Luke Fedlam Interviewed on *The House v. NCAA Settlement*

Makers Bar Interview With Luke Fedlam ESQ

Luke Fedlam Joins NCAA Elite Student-Athlete Symposium on NFL Transition

Luke Fedlam and Larry James Talk "Wild, Wild West" on *The Tim May Show*

Luke Fedlam Quoted in *Money* Article Regarding Payouts for Former College Athletes

Luke Fedlam Discusses Protecting Student-Athletes on *SBJ Presents* Podcast

Luke Fedlam Interviewed by ABC-6 Columbus on NIL Deals for Female Athletes

Luke Fedlam Discusses the Fast-Changing World of NIL with *WCNC Charlotte*

Luke Fedlam Quoted in *Bloomberg Law* on NCAA Recruitment of High School Student Athletes

Luke Fedlam Interviewed By *NerdWallet* on Financial Tips for Student-Athletes

Luke Fedlam Discusses the "Wild, Wild West" World of NIL with ABC-6 Columbus

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Luke Fedlam Discusses NIL with *FOX19 Cincinnati*

Luke Fedlam Speaks to *Columbus ABC 6* on the Future of NIL

Luke Fedlam Quoted on NIL in Recruitment of Basketball Star

Luke Fedlam Quoted in *Nerdwallet* on Money Tips for Athletes Profiting from NIL

Luke Fedlam Quoted by *Golf Digest*

Luke Fedlam Quoted on NIL by *Golf Digest*

Tampa Bay Times Interviews Luke Fedlam on Florida Gators NIL Matter

The Columbus Dispatch Quotes Luke Fedlam at City of Columbus MLK Day March & Program

Luke Fedlam Interviewed by *The Extra Point Podcast*

Luke Fedlam Joins the *Aaron Torres Sports Podcast* for Interview

Luke Fedlam Featured on San Antonio's R&R *in the Morning* Sports Show

Luke Fedlam Quoted in *Chapelboro.com* Article about Work Focused on NIL

The Dispatch Features Luke Feldman on First Anniversary of NIL

Luke Fedlam Quoted in *Lawrence Journal-World* Article about NIL

Luke Fedlam Featured Alongside OSU's Gene Smith on Latest NIL Decision

Luke Fedlam Featured in Spotlight by Moritz College of Law

NBC Nebraska News 2 Interviews Luke Fedlam on NCAA's NIL Rules

Luke Fedlam Interviewed on *Rounding the Bases* Sports Podcast with Joel Goldberg

The Fan Cleveland Talks to Luke Fedlam about NIL

Luke Fedlam Interviewed on *The Drive with Jake Wimberly* on NIL

The Columbus Dispatch Mentions Luke Fedlam in OSU Basketball Players Using NIL Rights Article

Pittsburgh Post-Gazette Quotes Luke Fedlam on NIL

Statehouse News Bureau Quotes Luke Fedlam on NIL Deals

Luke Fedlam Offers NIL Advice on *Tim May Podcast*

The Columbus Dispatch Interviews Luke Fedlam on NIL Era Arriving at Ohio State

Schipp's News Quotes Luke Fedlam on How NCAA Athletes May Capitalize on New NIL Rules

Luke Fedlam Mentioned in *Sports Illustrated* Article Regarding NIL Education for Ohio State Student-Athletes

Luke Fedlam Mentioned in *WSYX ABC 6* Article on Working with Ohio State

Luke Fedlam Mentioned in *BuckeyeXtra* on Partnership of Ohio State Athletics with Anomaly Sports Group

Luke Fedlam Interviewed for *Law360* Article on NCAA Ruling

Luke Fedlam Interviewed for *WBNS 10TV* Article

Columbus Business First Interviews Luke Fedlam on Endorsements for College Athletes

Luke Fedlam Interviewed on How NIL Bill in Ohio will Impact Athletes

Luke Fedlam Discusses NIL and Athletes Transitioning to the Pros on *Tim May Podcast*

Luke Fedlam Quoted by *ESPN.com* on 25 of College Basketball's Most Marketable Players

ABC 6 Columbus Interviews Luke Fedlam on Name, Image & Likeness Developments

Luke Fedlam Featured in Black Student-Athlete (BSA) Speaker Spotlight Q&A

ESPN Interviews Luke Fedlam on College Basketball Parents Association

Luke Fedlam Quoted by *ESPN.com*

Tim May Podcast Welcomes Luke Fedlam

Luke Fedlam Interviewed for *College Athletics and the Law* Article

Deadspin Interviews Luke Fedlam on HIPAA Laws Applying to Athletes

Luke Fedlam Interviewed for NCAA IP Shift Article

Luke Fedlam Mentioned in *Medill Reports Chicago* Article

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

Eleven Warriors Mentions Luke Fedlam After Presentation

Luke Fedlam Talks Sports Law *Buckeye National Radio*

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Alerts

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

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

Speaking Engagements

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

African American Leadership Academy 2025 Retreat

Speaking Engagement, African American Leadership Academy, 2025 AALA Retreat, Newark, OH, January 4, 2025

NCAA v. House/Hubbard/Carter Proposed Settlement: The Current Legal Landscape

Speaking Engagement, The Drake Group Education Fund, Webcast, September 19, 2024

City of Columbus 2023 MLK Day March & Program

Event, City of Columbus, Seminar; Columbus, OH, January 16, 2023

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

Game Changer: The New NCAA NIL Rules

Speaking Engagement, Columbus Metropolitan Club, Seminar, August 4, 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

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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

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

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

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

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