



# Sports, Media & Entertainment

## Overview

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The boundaries separating sports, entertainment, media, technology, and digital commerce have largely disappeared. Professional sports organizations operate as media companies. Entertainment properties are built on technology platforms. Intellectual property is monetized across streaming services, gaming environments, social media, and AI-driven applications simultaneously. The commercial arrangements underlying these industries have grown just as complex, and just as interconnected.

Archer's Sports, Media & Entertainment Group advises clients at the center of this convergence. Our attorneys bring deep experience across professional and collegiate sports, entertainment, media, and emerging technologies, along with firsthand knowledge of the industries we serve. We pair that experience with the full resources of a firm that handles sophisticated transactions, intellectual property prosecution and enforcement, litigation, and regulatory matters across every relevant discipline.

Much of our work is transactional and business-focused. We negotiate and structure complex commercial arrangements involving:

- Sponsorship, marketing, and brand partnerships
- Media and broadcast rights
- Licensing, production, and development
- Talent, endorsement, and NIL
- Technology and intellectual property

We also advise on acquisitions and dispositions, investments, corporate governance, and strategic transactions, drawing on the broader resources of a full-service firm when clients need support in areas such as real estate, employment, litigation, privacy, and regulatory matters.

### Sports

We represent leagues and governing bodies, clubs, ownership groups, athletes and agencies, event and venue operators, and sports media and technology companies. Our work spans league formation and governance, franchise acquisitions and dispositions, relocations and rebrandings, team investments, broadcast and multimedia rights, venue and event agreements, sponsorships and naming rights, NIL strategy and transactions,

athlete representation, intellectual property portfolio management, and sports technology and data arrangements.

Our experience reaches domestic and international competition across a broad range of properties, including soccer, basketball, football, cricket, lacrosse, tennis, cycling, and esports. Our attorneys have provided legal and operational leadership for major international sporting events and advised on the establishment, growth, and commercialization of professional sports properties.

### **Entertainment & Media**

We represent artists, producers, creators, production companies, studios, streaming platforms, publishers, and technology businesses across music, film, television, live entertainment, and digital media. Our work includes development and production agreements, talent and endorsement arrangements, recording and publishing, licensing and distribution, brand partnerships and sponsorships, creator agreements, and complex technology and media transactions.

Our attorneys have represented Grammy-winning and nominated artists and producers, Emmy-nominated filmmakers, and companies working with some of the world's leading entertainment and media brands. We also help clients protect, license, monetize, and enforce the intellectual property that drives their businesses, including valuable music, audiovisual, trademark, and other creative assets.

### **Technology & Digital Platforms**

We represent software companies, esports and gaming organizations, digital platform operators, AI companies, and technology-driven enterprises at the intersection of sports, entertainment, media, and technology, across esports and gaming, digital media, Web3, artificial intelligence, data, and social media.

Our work includes the commercial and legal arrangements these businesses depend on: SaaS and software licensing, AI development and model-training agreements, platform and digital content agreements, esports and gaming contracts, Web3 and NFT arrangements, data-use and privacy compliance and agreements, creator agreements, and master services agreements with major technology and media companies. Our attorneys are at the forefront of emerging issues in AI, esports, and digital commerce, having negotiated innovative and first-of-their-kind agreements in these spaces.

### **Strategic Transactions & Outside General Counsel**

We represent buyers and sellers in acquisitions involving sports teams, entertainment companies, music catalogs, and valuable intellectual property. We advise investors and institutional partners on sports and entertainment investments, joint ventures, and other strategic commercial arrangements. And we serve as ongoing outside general counsel and fractional general counsel to organizations that want experienced industry counsel embedded in their business, handling everything from day-to-day contracts and governance to complex transactions and disputes as they arise.

### **How We Help**



- Commercial transactions, sponsorships, and brand partnerships
- Media, broadcast, and content rights
- Licensing, production, and development agreements
- NIL, publicity rights, and athlete representation
- Team, league, and property acquisitions and investments
- Music catalog licensing transactions
- Intellectual property portfolio strategy, prosecution, licensing, and enforcement
- AI, software, and technology transactions
- Esports, gaming, and interactive media
- Web3, digital platform, and creator agreements
- Privacy, data, and digital compliance
- Outside fractional general counsel services
- Dispute resolution and litigation

Our clients operate in industries where business models, technology, and audiences can change rapidly. We bring the industry knowledge, transactional experience, intellectual property capabilities, and broader legal resources to help clients navigate that change, capitalize on new opportunities, and protect the value of what they build.

## Representative Experience

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### Sports

- Provided outside general counsel services to the collaborative management team and ownership group behind the Philadelphia Cycling Classic, including negotiating production and broadcast agreements, sponsorship and consultant agreements, and drafting template contractor agreements.
- Represented a private New Jersey university in intellectual property matters, including advising on trademark prosecution strategy for athletics department trademarks and drafting an intellectual property licensing and royalty-sharing agreement with an athletics memorabilia company.
- Represented a family entertainment center operator in negotiating a ten-year licensing agreement with Authentic Brands Group for NIL rights of a former NBA player.



- Served as General Counsel and Chief Operating Officer to T20 USA, the local organizing entity responsible for the U.S. matches of the 2024 ICC Men's T20 Cricket World Cup.
- Served as legal counsel to the International Cricket Council regarding its Rights Protection Program for the U.S. matches of the 2024 ICC Men's T20 Cricket World Cup.
- Advised an events and sports media entertainment company on the relocation and rebranding of a National Lacrosse League franchise, ESPN broadcast agreements, and venue agreements for professional tennis tournaments.
- Counseled a sports media, marketing, and technology company on collegiate sports matters, including multimedia rights agreements with the America East and West Coast Conferences.
- Represented a live events company in negotiating venue management, rental, ticketing, food and beverage, and sponsorship agreements.
- Represented the sellers in the sale of all equity of a full-service baseball agency to an affiliated third party.
- Ongoing buy-side representations of a European-based football media company in confidential acquisitions.
- Serves as General Counsel to a global indoor professional soccer league.

#### **Entertainment / Media**

- Negotiated and co-represented top music artists and producers, including The Roots, Rodney Jerkins, Dre & Vidal, Scott Storch, Dirty Bird, Pop & Oak, Flip, Triangle Park, and Cornaboyz.
- Currently representing a movie and television producer with a filmography of over 27 projects.
- Negotiated a production agreement between Live Nation and a global automotive services company for a private Carrie Underwood concert held at Freedom Mortgage Pavilion.
- Served as outside counsel to a media design and production studio advising on ongoing media, production, technology, and commercial matters, including negotiating development, production, licensing, and master services agreements with leading entertainment and media companies such as Warner Bros., Viacom, FX Networks, A&E Television Networks, National Geographic, ABC, Turner Entertainment, and Wawa.
- Represented a wine distributor in negotiating advertising and sponsorship agreements with Madison Square Garden.
- Represented a North American yogurt company in negotiating a talent professional services agreement with Padma Lakshmi for endorsement of yogurt products.
- Negotiated and drafted social media influencer agreements on behalf of a global premium denim brand.
- Represented a New York-based stylist and content creator in an influencer representation agreement with A to Z LLC.



- Negotiated licensing agreements with major AI and technology companies on behalf of clients owning large catalogs of copyrighted music and audiovisual content for use in training generative AI models.
- Negotiated master services agreements with Google and Magic Leap on behalf of a design and technology studio.
- Represented a streaming television service in negotiating an agreement with VIZIO for development and operation of smart TV functionality.

### Esports / Gaming / Digital Assets

- Negotiated an esports gaming license agreement between a private New Jersey university and Capcom USA, Inc.
- Represented an online trading card game platform in connection with a sponsorship agreement with Handshake MTG, LLC for a professional Magic: The Gathering team.
- Counseled a premier multi-title professional esports organization on trademark portfolio strategy and branding.
- Drafted 3D avatar license agreements utilizing NIL rights of professional athletes through deals with NFL, NBA, and MLB players associations.
- Acted as outside counsel to a global esports joint venture advising on sponsorships, exclusive agency agreements, player and trade agreements, and influencer and content creator agreements.
- Advised specialty discount gift shop chain on its strategic investment in Nerd Street Gamers, including ancillary commercial agreements enabling esports facilities inside retail locations.

### Primary Contacts



**Kate A. Sherlock**

Partner

✉ [ksherlock@archerlaw.com](mailto:ksherlock@archerlaw.com)

☎ 856.673.3919



**Stuart R. Goldfarb**

Partner

✉ [sgoldfarb@archerlaw.com](mailto:sgoldfarb@archerlaw.com)

☎ 646.553.1259



## Related People

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**Patrick K.A. Afriyie**

Associate

✉ [pafriyie@archerlaw.com](mailto:pafriyie@archerlaw.com)

☎ 856-673-7153



**Robert C. Auritt**

Partner

✉ [rauritt@archerlaw.com](mailto:rauritt@archerlaw.com)

☎ 215.246.3192



**Stuart R. Goldfarb**

Partner

✉ [sgoldfarb@archerlaw.com](mailto:sgoldfarb@archerlaw.com)

☎ 646.553.1259



**Michael Lauricella**

Partner

✉ [mlauricella@archerlaw.com](mailto:mlauricella@archerlaw.com)

☎ 201.498.8545



**Stephen A. Pina**

Partner

✉ [spina@archerlaw.com](mailto:spina@archerlaw.com)

☎ 215.246.3104



**Trevor A. Prince, Jr.**

Partner

✉ [tprince@archerlaw.com](mailto:tprince@archerlaw.com)

☎ 212.682.4940





Mark J. Sever, Jr.

Partner

✉ [msever@archerlaw.com](mailto:msever@archerlaw.com)

☎ 856.354.3045



Jiyoung Won

Associate

✉ [jwon@archerlaw.com](mailto:jwon@archerlaw.com)

☎ 201-498-8557



Nicholas Yodock

Associate

✉ [nyodock@archerlaw.com](mailto:nyodock@archerlaw.com)

☎ 856.673.7145

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