



Robert Auritt

Partner

Sports & Entertainment

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Overview

Robert is a trusted strategic advisor and outside general counsel with over 25 years of experience delivering practical legal solutions to clients across the sports, entertainment, creative, and technology industries. He focuses on complex business arrangements, including sponsorships, licensing agreements, and technology transactions, helping leagues, teams, media companies, tech startups, entrepreneurs, and content creators navigate multifaceted deals and capture new opportunities in today's dynamic marketplace.

Rob is at the forefront of emerging issues in esports, Web3, and AI, having negotiated several first-of-their-kind agreements in these spaces. His practice covers master services agreements, software licensing, website documentation, esports contracts, and influencer deals. He guides both startups and established companies in structuring commercial relationships and pursuing growth.

Before joining Archer, Rob was a partner at boutique technology and entertainment firms and served as Vice President and Deputy General Counsel at Comcast Spectacor, supporting the Philadelphia Flyers and Philadelphia Fusion esports franchise along with the company's portfolio of venue-related businesses. Earlier, he was lead digital media counsel at NBC Sports, negotiating major agreements with the NFL, Yahoo Sports, and Twitter, and Senior Counsel at the Harry Fox Agency, focusing on music publishing and digital music licensing.

Representative Experience

- Provided outside general counsel services to T20 USA, Inc., the local organizing entity for all US matches of the 2024 ICC Men's Cricket World Cup, the first time a portion of the event was held in the United States.

- Negotiated multiple agreements with major AI and technology companies on behalf of clients who own or control large troves of copyrighted music and audio-visual content in connection with licensing such data for training machine learning models for generative artificial intelligence uses and applications
- Acted as outside counsel to T1 Entertainment & Sports, a global esports joint venture between Comcast Spectacor and SK Telecom, including advising on major sponsorship agreements, negotiating the terms of an exclusive agency agreement with a global talent agency, drafting player agreements, player trade agreements, influencer, and content creator agreements.
- Drafted a variety of SaaS-related agreements with major financial services industry companies on behalf of StarCompliance, the world's leading provider of employee compliance technology solutions.
- Drafted all necessary legal documentation for multiple NFT marketplaces in connection with minting, buying, selling, and transferring NFTs associated with visual art, photography, music, and videos, including terms of use, privacy policies, and IP license agreements.
- Advised Five Below, Inc., in connection with its strategic investment in esports facility builder Nerd Street Gamers, including a first of its kind ancillary commercial agreement that saw Nerd Street Gamers open esports facilities inside of Five Below retail locations.

Credentials

Education

- Brooklyn Law School, JD
- Temple University, BA, *magna cum laude*

Admissions

- Pennsylvania
- New York

Offices

- Philadelphia, PA
- New York, NY

Areas of Focus

Practice

- Sports & Entertainment



