




# Stuart R. Goldfarb

Partner

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Sports & Entertainment / Business Counseling

 646.553.1259

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## Overview

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Stuart is a dealmaker and trusted advisor in the sports, media, and entertainment industries, with more than 20 years of experience guiding clients through their most complex business and legal challenges. He helps organizations protect their interests, fuel growth, and position themselves for long-term success.

Stuart's work spans corporate transactions such as acquisitions, dispositions, financings, and restructurings, as well as corporate governance, intellectual property, licensing, employment, compliance, and litigation. He has represented clients at every stage, from entrepreneurs and start-ups to Fortune 100 companies, on deals ranging from early-stage investments to multibillion-dollar transactions. He frequently serves as outside general counsel to his clients.

While Stuart's practice extends across all sports, he is a recognized leader in domestic and international soccer, having advised governing bodies, leagues, and clubs, including FIFA and CONCACAF, engaged extensively with U.S. Soccer, Major League Soccer and USL, and represented European clubs expanding into the U.S. market. He was instrumental in the relaunch of the North American Soccer League in 2009, helping reshape the U.S. soccer pyramid, and served as outside general counsel to the nearly 100-team National Premier Soccer League. He has also represented legendary player Pelé.

Stuart has additionally counseled purchasers and sellers of ownership interests in professional teams in the United States and abroad, as well as technology, marketing and sponsorship, and media-driven sports ventures worldwide.

Known for building and leading high-performing teams, Stuart creates enterprise-wide policies and structures that strengthen legal and business operations. Boards of directors and executive leadership alike trust him for

practical solutions, steady judgment, and a results-driven approach in dynamic industries.

## Representative Experience

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- Served as lead counsel to and Chief Operating Officer of the Local Organizing Committee for the U.S. matches of the ICC Men's T20 Cricket World Cup, which drew more than 250,000 fans. Matches were hosted in a newly constructed 34,000-seat temporary stadium in Nassau County, NY, and at existing venues in Texas and Florida.
- Stuart advised the International Cricket Council, the worldwide governing body for cricket, on its Rights Protection Program, addressing counterfeiting, ambush marketing, and data scouting. Working alongside ICC's in-house counsel and local counsel in Florida and Texas, he supervised teams of interns and volunteers and coordinated with security at three U.S. venues during the ICC Men's T20 Cricket World Cup. Through these efforts, he helped enforce ICC policies and safeguard the organization's interests and integrity.
- Served as lead counsel to a private equity-backed strategic acquiror of a high-profile motorsports team competing in an international racing series, the first in a series of potential acquisitions across series globally.

## Professional and Community Involvement

- Member, Advisory Board of the Falk College of Sport at Syracuse University

## Credentials

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### Education

- Osgoode Hall Law School, LL.B.
- Wilfrid Laurier University, BBA

### Admissions

- New York

### Offices

- New York, NY



## Areas of Focus

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### Practice

- Business Counseling
- Sports & Entertainment
- Intellectual Property

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