



Archer Adds Leading Sports, Media, Technology & Entertainment Attorneys Stuart Goldfarb and Robert Auritt

Press Releases

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Archer is pleased to announce that industry-leading sports, media and entertainment lawyers **Stuart Goldfarb** and **Robert Auritt** have joined the firm as partners in its **Sports & Entertainment Practice Group**. Both formerly with Cowan, DeBaets, Abrahams & Sheppard LLP, Stuart and Robert each bring over 25 years of national experience representing high-profile clients across the sports, media, and entertainment industries. Their arrival marks a strategic expansion of Archer's practice and expands its presence in key markets, with Stuart based in the firm's New York office and Robert in Philadelphia.

With their addition, Archer is well-positioned to advise clients on a full range of sports, media, technology and entertainment matters, combining the firm's established platform with their decades of experience working on high-profile matters with some of the most recognized organizations and individuals in the industry.

"Stuart and Robert are tremendous additions to our firm," said Archer incoming president **Marc Rollo**. "Their deep experience, industry knowledge, and impressive client roster position them to make an immediate impact. They join a diversified team of sports, media, and entertainment attorneys across Archer's offices who form a dynamic regional, and national practice capable of servicing the complete needs of clients in this sector."

Stuart is a seasoned dealmaker and trusted advisor with extensive experience in corporate transactions, intellectual property, regulatory compliance, employment, and litigation, frequently serving as outside general counsel. He has advised clients ranging from start-ups to Fortune 100 companies on acquisitions, financings, restructurings, and licensing, spanning early-stage ventures through multi-billion-dollar transactions. A recognized leader in global soccer, Stuart has advised governing bodies, leagues, clubs, and investors on acquisitions in the U.S. and abroad, including playing a key role in the relaunch of the North American Soccer League and the New York Cosmos, and advising legendary player Pelé on business affairs. His sports experience extends beyond soccer: in 2024, Stuart served as General Counsel and Chief Operating Officer to the Local Organizing Committee of the ICC Men's T20 Cricket World Cup, staged across three U.S. locations, including the

construction of a temporary 34,000-seat stadium in Long Island, NY. Stuart also frequently advises private equity firms and other investors in the acquisition of professional men's and women's sports franchises globally.

On his decision to join the firm, Stuart said, "Archer's breadth of resources and collaborative culture make it a powerful platform for a Sports, Media & Entertainment practice. I'm looking forward to contributing my experience to further strengthen the firm's ability to serve clients across these industries."

Robert brings deep experience from the intersection of sports, entertainment, and emerging technology. His career includes senior in-house roles at NBC Sports, where he negotiated major agreements with the NFL, Yahoo Sports, and Twitter, at Comcast Spectacor, where he supported the Philadelphia Flyers, the Philadelphia Fusion esports franchise, and the company's venue management, hospitality, ticketing, and sponsorship verticals, and at The Harry Fox Agency, where he helped navigate music publishing's pivot to digital licensing. He now counsels leagues, teams, athletes, digital platforms, and content creators on complex business transactions, from traditional sponsorships and media rights to cutting-edge deals in esports, Web3, and NFTs. Robert has negotiated several first-of-their-kind agreements and serves as a strategic advisor and outside general counsel to clients navigating the rapidly evolving sports and digital entertainment landscape.

Highlighting the firm's forward momentum, Robert said, "Archer's vision for its Sports & Entertainment Group is both ambitious and forward-looking, and I'm excited to be part of that growth. The firm's commitment to investing in this space will create tremendous value for clients navigating today's evolving business landscape."

About Archer

For over 95 years, Archer & Greiner has been providing full-service litigation and transactional legal services to clients ranging from Fortune 100 corporations and small and middle-market companies, to closely-held and family-owned businesses. Our 175 attorneys span nine offices serving clients' interests across a wide range of industries. As a full-service firm, we draw on the strength of all our practices and multidisciplinary teams. This collaboration ensures that our clients receive complete, coordinated, and comprehensive counsel in every area of the law that impacts their business.

Related People



Robert Auritt

Partner

✉ rauritt@archerlaw.com

☎ 215.246.3192





Stuart R. Goldfarb

Partner

✉ sgoldfarb@archerlaw.com

☎ 646.553.1259

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