



Global Media, Sport, and Entertainment

DLA Piper at a Glance

With a portfolio of services to match every stage of the business lifecycle, we combine practice area knowledge with modern industry insights and an expansive global footprint in a way that no other firm can. Our solutions are tailored and seamless – and ready to meet your toughest challenges.

A TRUSTED PARTNER THAT PUTS CLIENTS FIRST

We're guided by a simple belief – that we're only as successful as our clients are. That's why we fully invest in your success by working with you to deliver creative solutions, exceptional value, and peace of mind.

SEAMLESSLY EXECUTED SOLUTIONS

Our deep capabilities and broad global platform and mind-set produce exceptional results for our clients around the world. We make global easy.

TRUSTED STEWARD OF GROWTH AND CHANGE

We help our clients manage their growth and change. Our flexible and forward-looking approach guides clients through both opportunities and risks.

MODERN, DYNAMIC INNOVATOR

We foster collaboration and creativity and empower our people to act. Our constant pursuit of innovation has helped transform the delivery of legal services for our clients.

INVESTED, COLLABORATIVE PARTNER

We are deeply integrated with our clients and essential partners in their success. Our people and our clients become one high-performing team delivering value and results.

PASSIONATE COMMUNITY AND SOCIAL LEADER

We lead on important social, environmental, and community issues. Our people serve and make a difference.

FOR MORE
INFORMATION



OR TO CONTACT
A MEMBER OF
OUR TEAM



Global Media, Sport and Entertainment

The way people consume and engage with media, sport, and entertainment is changing fast. This dynamic landscape demands agile, innovative strategies that don't skip a beat. From headline-making M&A deals and cutting-edge stadium and arena development projects to creation of new streaming and immersive experiences, DLA Piper is there with bold solutions at the forefront of media, sport, and entertainment.

We work side-by-side with creators, distributors, professional leagues, teams, investors, and other key players to reshape the industry and rethink what's next. Our sector approach allows us to build cross-practice teams equipped with deep industry knowledge to tackle challenges from all sides – no learning curve required.

Modern solutions for a dynamic industry

Whatever the challenge, we mobilize multi-disciplinary teams fast – fully equipped with crucial industry perspective across practices.

SPORTS M&A

Strategic transactions can transform the world of sports. We deliver seamlessly executed domestic and cross-border transactions for the world's leading professional sports leagues, investment banks, and investors in the purchase and sale of sports-related consumer brands. From identifying potential investment opportunities to closing a deal, our forward-thinking advice guides clients through every stage of a transaction and beyond.



#1 in overall M&A deal volume for the fourteenth consecutive year

Mergermarket 2024



SPORTS FACILITIES

From the NFL and MLB to the NHL and MLS, we've advised the world's leading professional sports leagues, club owners, investors, lenders, and other key players on all aspects of sports facilities development and leasing of stadia and arenas around the world

SPORTS FINANCE

Our team is responsible for many of the innovative financing structures utilized in the space, delivering cutting-edge solutions for sports-related project finance, leveraged finance, securitizations, securities offerings, and government-sponsored financings across every professional sport.

MEDIA RIGHTS

At the intersection of sports and media, we deliver forward-looking advice on producing and distributing content, structuring, and negotiating digital marketing deals, and navigating the dynamic regulatory landscape impacting marketing and promotional campaigns. Our clients include market leaders across the media, sport and entertainment sector worldwide, as well as non-media companies in new and innovative media enhancements to their existing businesses.

SPORTS SPONSORSHIPS

In a competitive marketplace, a strong brand image can instantly set you apart. We're here to help turn a brand into competitive advantages by executing high profile sponsorship deals and other sports agreements across every major sport in the US and around the world.

MEDIA, SPORT AND ENTERTAINMENT LITIGATION

Our group of nationally recognized trial lawyers represents industry-leading companies, teams, talent, and innovators in disputes across the film, television, music, sports, fashion, and digital and technology industries. We represent many professional sports teams, studios,

90+

Offices worldwide

1,600+

Lawyers in the US

4,900+

Lawyers around the world

Sports

- Audiovisual piracy
- Compliance
- Disputes
- Employment
- Finance
- Gambling
- Government affairs
- Internal investigations
- International Sports Federations
- Mergers and acquisitions
- Sponsorship, licensing, and merchandising
- Sports data
- Sports media rights
- Stadium development
- World events

Media and entertainment

- Advertising and promotions
- Audiovisual piracy
- Broadcasting
- eSports and gaming
- Digital media
- Film
- Finance
- Intellectual property
- M&A
- Music and other live events
- Publishing

Seven DLA Piper attorneys named to *Variety's* 2023 *Dealmakers Impact Report*

The recently released *Variety Dealmakers Impact Report* recognizes seven DLA Piper attorneys for their successful contributions to entertainment deal making in 2023.

production companies, recording and on-screen artists, talent agencies and managers, and Internet/media streaming services. Often working in conjunction with our transactions group, our trial lawyers work at the forefront of both emerging and longstanding legal issues that arise in the media, sport, and entertainment industries, including in intellectual property, copyright and trademark defense and enforcement, defamation and privacy, trade secrets, and high-stakes contractual and commercial disputes.

MEDIA AND ENTERTAINMENT

Technology transforms the media, sport, and entertainment landscape daily, delivering new ways to consume and experience media across platforms. We're leading the way by combining legal skills with in-depth technological knowhow to execute creative structures for digital rights and cross platform distribution and to maximize opportunities for user generated content and communities.

Our work includes structuring and negotiating traditional and innovative content development, production, finance, distribution, monetization initiatives, brand campaigns, acquiring and licensing intellectual property assets, resolving conflicts through negotiation and crisis response, and litigating or arbitrating disputes.

Advertising, Marketing, and Promotions

We represent professional sports teams, major consumer brands, major film studios, broadcast and cable television networks, online and mobile video distribution channels, and structure and negotiate sports, entertainment, and digital marketing deals; and navigate the ever-changing legal landscapes.

We represent professional sports teams, major consumer brands, major film studios, broadcast and cable television networks, online and mobile video distribution channels, and retailers and their respective advertising, marketing, and promotion agencies in all aspects of sports marketing, entertainment marketing, and interactive marketing, as well as in innovative branded entertainment and e-commerce initiatives.

Among our clients are high-profile major consumer brands with sponsorship relationships across every professional sport in the US, major motion picture studios, and broadcast and cable television networks.

Our transactional advertising practice includes structuring and negotiating media planning and buying agreements and league-level and team-level sports marketing and sponsorship agreements; preparing endorsement agreements with athletes, influencers, and Hollywood celebrities; structuring and activating commercial co-venture campaigns; preparing and negotiating joint promotion alliances for product launches and tent-pole motion picture releases, e-sports telecasts, virtual reality productions, and other innovative content initiatives; and analyzing and licensing copyright, trademark, publicity, and other intellectual property rights associated with such projects.

"It is a fantastic team with wonderful partners who are hugely collaborative"

— *Chambers USA*



Top 10 Client Service A-Team

BTI Consulting 2023



Leading Firm Sports Law

Chambers USA 2023



Leading Firm Media & Entertainment Transactions

Chambers USA 2023



#2 Global Elite Law Firm

Thomson Reuters 2022



Most Innovative Law Firms North America

Financial Times 2023



Top Ranked TMT

Chambers Global 2023



Representative Global Clients

- 12Bet
- Airbus
- Allied Esports International, Inc.
- Amazon Prime Video
- Association of Summer Olympic International Federations
- Atlanta Braves
- Austin FC
- Badminton World Federation (BWF)
- Baku 2015 European Games
- Bass Pro Shops
- beIN Sports
- Bridgestone
- British Horseracing Authority
- Broadcaster of the Formula One World Championship
- California Coastal Credit Union
- Chipotle Mexican Grill
- Clermont Ferrand Rugby Team
- Concord
- Deloitte
- DePaul University
- Discovery Communications Disney
- English Football League
- English Rugby Football Union
- ESPN
- Etihad Airways
- Etihad Stadium
- Evian Master Golf Tournament
- Evian Thonon Gaillard FC
- Expo 2020 Dubai
- F1
- FloSports
- Fox Cable Networks
- Fox Sports
- Fuji Television
- Golf Australia
- HarbourView Equity Partners
- HCL Technologies
- Heart of Midlothian FC
- IEC
- International Association of Athletics Federations
- JPMorgan Chase & Co.
- Liverpool FC
- Los Angeles Chargers
- Los Angeles Football Club (LAFC)
- Major League Lacrosse
- Manchester City Football Club
- Melbourne City FC
- MLB
- Nationwide
- NBA
- Nike
- Paris Saint-Germain
- Paycor, Inc.
- Premier League
- Qatar International Airport
- Qualcomm Technologies, Inc.
- Qualcomm Technologies, Inc.
- Queens Park Rangers/QPR FC
- Rakuten
- Ralph Lauren
- RBS
- Red Bull Media House
- Samsung
- San Francisco 49ers
- Sazerac Company, Inc.
- Scottish Rugby Union
- Sony Entertainment Television
- Subaru of America
- Subway
- Sun Life Financial
- TD Ameritrade
- Tennessee Titans
- Texas Rangers
- The England & Wales Cricket Board
- The England & Wales Cricket Board
- The Football League
- The IAAF
- The London Organizing Committee
- The Organizing Committee for the Commonwealth Games 2014
- TikTok
- Twitch Interactive, Inc.
- Under Armour Performance Center.
- UNICEF
- Unilever
- United Entertainment Group
- White Oak Global Advisors
- Venetian Las Vegas Gaming, LLC
- Virgin
- Volvo Ocean

Sports league clients

- NFL
- NHL
- MLB
- MLS
- National Women's Soccer League
- NASCAR
- Formula 1
- Premier League
- US Olympic Committee
- LA 28
- International Olympic Committee

Media and entertainment clients

- Major and independent music labels and publishing companies
- Major Hollywood and international studios
- Digital content distribution platforms
- Broadcast and cable television networks
- Independent production companies and distributors
- Financiers, including banks, hedge funds, private equity groups, and equity investors
- Video games
- Talent agencies
- Advertising and public relations agencies
- Sports teams
- Consumer brands

“DLA Piper has fantastic expertise and knowledge across a range of media and entertainment areas.”

— Chambers USA



John Hamill
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John Hamill is a nationally recognized first chair trial lawyer and competition and commercial litigator who advises Fortune 500 companies and individuals on their most important matters. His diverse practice runs the full range of complex litigation, including in highly regulated sectors such as healthcare, telecommunications, insurance, and life sciences. He is also a leading member of DLA Piper's Global Media Sports & Entertainment sector and spearheads the firm's litigation practice in the sports world.



Rich Rubano
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Richard Rubano has extensive experience advising clients worldwide on matters related to sports, media and entertainment, including buyers, sellers, financial investors (PE funds, sovereign wealth funds, etc) and sports franchises in the National Football League, National Basketball Association, Major League Baseball, National Hockey League, Major League Soccer, and various European football leagues.

Richard has led some of the MSE sector's most high-profile transactions, including structuring and negotiating mergers, acquisitions, divestitures, controlling and non-controlling equity investments and recapitalizations of premiere sports properties; as well as structuring bid groups, consortiums, industry-focused funds, and other complex joint ventures.



Alex Steinberg
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Alexander Steinberg has extensive experience advising sports and media-related clients in a wide variety of transactional based matters. His practice focuses on: content licensing and distribution; corporate transactional matters, including acquisitions and dispositions; sponsorship matters, including naming rights agreements; gaming matters, including market access agreements; and financing transactions, and other matters relating to general corporate practice.

Alex regularly provides counsel to programming networks, broadcast stations and other rights holders across a full spectrum of legal and strategic business matters, including domestic and international affiliation agreements (both with traditional distributors and "over the top" distributors), content distribution and licensing, and distribution via emerging technologies.

Alex has represented buyers, sellers and sports franchises in the National Football League, National Basketball Association, National Hockey League, Major League Baseball, Major League Soccer and European football leagues. In addition to representing clients in strategic transactional matters, Alex acts as an advisor to the firm's sports and media clients on a wide range of general business law matters.

**Mark Whitaker****Partner****Co-Chair, Sports, Media and
Entertainment Finance and Transactions**

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Mark Whitaker has extensive experience in the sports industry, having represented clients in various capacities in financing, corporate, development and commercial matters involving teams of the National Football League, Major League Baseball, the National Basketball Association, the National Hockey League, Major League Soccer, Italy's Serie A, England's Premier League, the Netherlands' Eredivisie and the NCAA.

Mark has been instrumental in a number of high-profile new stadium and arena projects, both domestically and internationally. Representative projects include facilities for the Oakland Raiders, Minnesota Vikings, San Francisco 49ers, New York Jets, New York Giants and New England Patriots; the Milwaukee Bucks, Sacramento Kings, Brooklyn Nets and Orlando Magic; the Texas Rangers, Atlanta Braves, Minnesota Twins, New York Yankees and New York Mets; the Los Angeles Football Club, Philadelphia Union and Orlando City SC; AS Roma, Tottenham Hotspur and Feyenoord Rotterdam; and DePaul University.

**Jennifer Dinsmore****Partner**

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Jennifer Dinsmore practices in the area of finance law, with concentrations in commercial, sports, project and public finance.

Jennifer has broad experience representing financial institutions, borrowers, issuers, investors and underwriters in structuring and documenting secured and unsecured finance transactions, including senior debt, second-lien debt, mezzanine debt, asset-based and cash flow lines of credit, tax-exempt public offerings, limited offerings and private placements, structured finance and acquisition financings, real estate financings, project financings, derivatives transactions and restructuring and workouts.

Jennifer also has extensive experience in the professional sports industry. Jennifer has been instrumental in a number of sports stadium and arena financings, sports team financings and related project and affiliate financings. Representative transactions include facilities for the NFL's Las Vegas Raiders and New York Giants, the NBA's Golden State Warriors and Sacramento Kings, MLB's Texas Rangers, Atlanta Braves and Chicago Cubs and MLS's Inter Miami CF, Nashville SC, Seattle Sounders FC and San Jose Earthquakes.

**Courtney Saleski****Partner****Co-Chair, US White Collar Crime,
Investigations, and Government
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Courtney Saleski is US National Co-Chair of the White Collar Crime, Investigations, and Government Enforcement Group and an experienced trial and appellate lawyer. Courtney focuses her practice on investigations, criminal and government-related litigation, government enforcement actions, and appeals. Courtney has successfully resolved internal and government investigations for clients and successfully represented companies and individuals in a wide range of criminal, civil, and enforcement matters at both the trial and appellate level.

Prior to joining DLA Piper, Courtney was a federal prosecutor. Earlier in her career, Courtney clerked for the Honorable William H. Rehnquist, Chief Justice of the United States.