



SPORTS & ENTERTAINMENT CONTRACT, ENDORSEMENT AND CELEBRITY REPRESENTATION PRACTICE

Sports and Entertainment Contracts

Our Sports and Entertainment Contract, Endorsement and Celebrity Representation team has substantial expertise in drafting and negotiating contracts for our sports clients, including television contracts, naming rights and sponsorship agreements, suite license agreements, concession agreements and player contracts. Select representations in this area include the following:

- Represented a number of sports clients, including the Los Angeles Angels of Anaheim and St. Louis Blues Hockey Club, in connection with negotiations on television contracts, including contracts involving broadcasts on ABC, CBS, ESPN/ESPN2, FOX Sports, NBC, OLN and Versus
- Represented the St. Louis Blues in player contract negotiations with Wayne Gretzky
- Represented the Los Angeles Galaxy in player contract negotiations with David Beckham
- Advised clients on a number of agreements involving transmission of events over the Internet and other digital media

Endorsements

We have handled several endorsement deals, including representations of both athletes and celebrities and the companies hiring them to endorse their products or services. Select representations in this area including the following:

- Represented various celebrities, including Jimmy Connors and Brendan Shanahan, with respect to licensing and endorsement agreements
- Represented various businesses in connection with endorsement and product support agreements with celebrities such as Kurt Warner, Sandra Bullock, Sarah Jessica Parker, Daisy Fuentes and Selena Gomez
- Represented various businesses with the structuring and execution of “influencer” endorsement packages and “celebrity meets internet” deals with celebrities, such as Jessica Simpson, Lady Gaga and the Olsen Twins
- Represented several clients, on both the business and the talent side, in connection with various endorsement deals involving celebrity models, stylists, make up artists and dermatologists, including Bridget Moynahan, Amber Valletta, Shalom Harlow and various Victoria’s Secret models, and products of companies such as Maybelline, L’Oréal and Revlon
- Represented Israeli company in endorsement deal involving Brazilian soccer star Ronaldinho
- Represented major league sports players’ associations with respect to player rights to endorsement agreements for the MLB Players’ Association, NBA Players’ Association and NHL Players’ Association
- Represent a gaming and technology company in connection with the structuring and negotiation of artist endorsement, musical licensing and “avatar” development for an interactive gaming platform



Celebrity Representations

Our representation of athletes and other celebrities extends beyond advising them in connection with their sports contracts and endorsement and includes advice in connection with a whole spectrum of legal and business matters. Representative matters we have handled in this area include the following:

- Provided employee benefits advice with respect to the pension plan sponsored by Michael Vick's MV7, LLC.
- Represent Troy Polamalu of the Pittsburgh Steelers in connection with trademark issues
- Represent Orlando Pace and Roland Williams, formerly of the St. Louis Rams, in connection with various business and transactional matters
- Represent several current and former professional team owners and athletes, including current or former NBA, NFL, MLB and IndyCar professionals, and various individuals involved in the entertainment industry in connection with various business, transactional, tax, estate planning and charitable foundation matters
- Represent charitable foundations with respect to various nonprofit, tax, corporate and intellectual property issues, including representations of Kurt Warner's First Things First Foundation, the St. Louis Blues Fourteen Fund, the Jackie Joyner Kersee Foundation and Justin Gage's Twelve Starz Foundation

Our Team

Our Sports and Entertainment Contract, Endorsement and Celebrity Representation team consists of lawyers with significant experience in representing teams, athletes and celebrities and the companies who they endorse in a broad spectrum of legal and business matters. For additional information, please contact our team leaders:

Ryan Davis

314 259 2818

rsdavis@bryancave.com

Andrew Klungness

310 576 2176

andrew.klungness@bryancave.com

Steve Smith

719 381 8457

steve.smith@bryancave.com

Bryan Cave LLP

Atlanta | Boulder | Charlotte | Chicago | Colorado Springs | Dallas | Denver | Frankfurt | Hamburg | Hong Kong | Irvine | Jefferson City | Kansas City
London | Los Angeles | New York | Paris | Phoenix | San Francisco | Shanghai | Singapore | St. Louis | Washington, D.C. | *Affiliated Office, Milan*

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