



When millions of dollars are at stake, you deserve experienced eyes on the ball to review your contracts and investment opportunities.



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Haynes and Boone, LLP's Sports and Entertainment Law group in New York was created to leverage the extensive legal and business experience of our lawyers to service the unique needs of sports and entertainment celebrities and their agents. Our lawyers have represented a diverse group of entertainers and property brands, as well as athletes and related organizations in the sports of baseball, hockey, basketball and football. At Haynes and Boone, we understand the complex and highly-specialized business and legal issues that celebrities face. We also offer legal support to agents engaged in contract negotiations on behalf of celebrities.

INDUSTRY EXPERIENCE

Our experience and services include representation of celebrities, agents and other parties in the following areas:

- licensing, sponsorship, appearances, marketing, memorabilia and merchandising;
- advisory and tactical support for celebrities and agents in contract negotiations;
- legal diligence and advice in evaluating and documenting business opportunities;
- tax and estate planning and representation;
- litigation and labor matters;
- sports facility development and financing (including related naming rights);
- establishing and protecting intellectual property rights; and
- development, financing and sales/acquisitions of sports franchises and events.

Our lawyers also have experience advising movie producers in all aspects of film production including:

- establishing a development company and special purpose production entities;
- negotiating shareholder; joint venture, collaboration; joint owner and other relevant agreements;
- preparing and negotiating film financing agreements including offering memoranda and related agreements for private equity offerings;
- ensuring that an appropriate chain of title has been established from the origin of the source material to distribution of the film necessary to grant the producer the requisite rights to develop, produce and exploit the film;
- preparing and negotiating option purchase, writer, life story rights, production and distribution agreements; and
- securing all intellectual property rights for the film production including the rights to talent performances, licenses for all music, product placement and merchandising.

DEPTH OF RESOURCES

Our lawyers draw from their significant legal and business experience in the sports and entertainment industry. We combine that experience with the breadth and depth of a large full-service law firm, collaborating with our other practice groups – including Franchise and Distribution, Intellectual Property, Finance, Tax, Private Clients and Estate Planning, and Mergers and Acquisitions – to provide clients with an unprecedented level of support.

SPORTS AND ENTERTAINMENT LAW GROUP EXPERIENCE

SPORTS

Baseball

- Represented Major League Baseball in series of state and federal court suits pertaining to certain game simulation patents owned by a Texas company.
- Represented Little League Baseball Inc. as trial counsel in Texas.
- Represented an alternative lending group in a rival financing bid (sale/leaseback) that was not used for the development of Busch Stadium, home of the MLB St. Louis Cardinals.
- Provided legal counsel to the MLB Houston Astros to determine whether they could leave Houston given MLB's antitrust exemption.
- Represented MLB team's minor league franchise in contract dispute.
- Represented MLB's Milwaukee Brewers in contractual claim by former player regarding injury provisions.
- MLBAM involved defense of Major League Baseball's Advanced Media entity in a patent infringement suit brought by an inventor. Ultimately the U.S. District Court in Austin, Texas, dismissed plaintiff's claim for lack of standing. Plaintiff has appealed to the Federal Circuit. (*DDB Technologies, Inc. v. MLB Advanced Media, L.P.* Case No. A 04 CA 352 Western District of Texas, Austin Division)
- Represented not-for-profit Negro League Baseball Players Association on pro-bono basis in handling all legal, corporate, and business needs.
- Represented MLB player in negotiations to play in Japan.

Football

- Represented the majority owners of the NFL Minnesota Vikings in connection with the project-financed acquisition of the team.
- Represented significant investor in attempt to purchase interests in two NFL franchises.
- Represented a former owner of an NFL franchise in reorganizing and dissolving a series of limited partnerships connected to a football stadium.
- Represented the NFL in a copyright infringement case regarding a television reality series.
- Represented the lenders in the refinancing of Invesco Field, home of the NFL Denver Broncos.
- Represented the developers in connection with the development and construction of FedEx Field, home of the NFL Washington Redskins.
- Represented two former Houston Oiler prospects in claims against the team for multiple torts arising out the players not agreeing to being cut from the team while on injured reserve.
- Represented the family of a professional football player in stopping the unauthorized use of his name and image.
- Served as tax counsel for the NFL (NFL Ventures, L.P., NFL Ventures, Inc., NFL México Services, S. de R. L. de C. V. and NFL International LLC.) in Mexican tax reorganization and for legal issues of their scouting in Mexico.

Basketball

- Represents the National Basketball Retired Players Association (Legends of Basketball) on contract, licensing, and endorsement matters.
- Represented NBA Memphis Grizzlies on proposed purchase and restructuring of related properties.
- Represented the lead investors in the potential sale of the NBA Minnesota Timberwolves and their re-location to New Orleans.
- Represented Bank of America in \$90 million commercial bank financing for construction of the AT&T Center, home of the NBA San Antonio Spurs.
- Represented lead investor in acquiring NBA franchise and later represented same investor in selling the NBA franchise as well as interests in sports facility and related assets.
- Represented NBA franchise team in multiple tax matters.
- Representation NBA with enforcing trademark rights in the NBA logo.
- Represented Coliseum Advisory Board, owners of AT&T Center, regarding change of concession contract for NBA San Antonio Spurs and other events at the Center and adjacent facilities.
- Represented lender in connection with financing of Los Angeles Forum (home of NBA Los Angeles Lakers).

Hockey

- Represented lead investor in acquisition of NHL hockey franchise.
- Represented the owners of the NHL Dallas Stars in their creation of a venture involving the City of Dallas for the financing, construction, and operation of American Airlines Center, the downtown Dallas hockey and basketball arena.
- Represented Western Professional Hockey League franchise in arena lease dispute.
- Represented client in litigation that post-dated the sale of an NHL franchise through the bankruptcy process in connection with claims arising out of loans made to the NHL franchise.

Other Sports

- Represent TNA Entertainment, LLC, a privately-owned sports entertainment company best known for its integrated media professional wrestling operation, Total Nonstop Action Wrestling in certain corporate, intellectual property, and litigation matters related to the Chapter 11 bankruptcy case of Midway Games, Inc. and its affiliates pending in the United States Bankruptcy Court for the District of Delaware.
- Provided legal counsel to help organize the Big 12 Conference.
- Represented investor in acquiring minority interest in English soccer club.
- Represented largest American Quarter Horse breeder in multiple acquisition and expansion transactions.
- Represented owner of horse racing venue in licensing proceeding before state racing commission.
- Represented lenders in connection with development of two Florida golf course resorts.
- Represented investors group considering the purchase of an indoor soccer team.
- Represents organizers of the 2011 World Police and Fire Games in sponsorship and licensing issues.
- Serve as counsel of Adidas International Inc in connection with their representation office in Mexico.
- Provided immigration counsel to numerous sports-related organizations and individual athletes, including an NBA farm team, a major U.S. pro wrestling organization, an international martial arts federation, and notable soccer players and coaches.
- Represented Retama Park (horse racing park) in investigation.

- Served as chief negotiator and legal advisor on multiple transactions involving sale, financing, development, construction and management of golf courses. Responsible for negotiating and drafting all terms of each transaction, including pricing, real estate, acquisition and financing documentation.
- Convinced the Dallas Court of Appeals to grant mandamus relief directing the trial court to stay litigation pending the outcome of Nevada arbitration proceedings between The Ultimate Fighting Championship mixed martial arts fight promoter and fighter Randy Couture. *Zuffa, LLC v. HDNet MMA 2008 LLC*, 262 S.W.3d 446 (Tex. App.-Dallas 2008, orig. proceeding)
- Represented Locker Room Memorabilia in exclusive memorabilia agreements with exclusive clients including David Wright, Ryan Zimmerman, BJ and Justin Upton and Curtis Granderson. Also consulted for Steiner Sports and Locker Room Memorabilia in connection with game used equipment deals with the New York Mets.
- Negotiated various aspects of licensing and development for a museum planned to honor the life and athletic accomplishments of Mickey Mantle.
- Served as the legal counsel for a very prominent motor sports racetrack. Responsible for drafting documentation related to marketing and membership, as well as the development of tax, business, and other strategies to enhance operations.
- Negotiated appearance agreements for Hall of Fame and other athletes including Larry Bird, Walt Frazier, Pete Rose, Yogi Berra, Goose Gossage, Lawrence Taylor, Bill Walton, Gayle Sayers, Tom Seaver, Ron Guidry, and Rod Gilbert.
- Represented pro tennis players regarding personal service contracts and endorsements.
- Negotiated endorsement agreements between MLB New York Yankees pitcher Mariano Rivera and MLB Anaheim Angels outfielder Torii Hunter and a publicly-held beverage company.
- Represent members of the 1969 New York Mets, 1977 New York Yankees, 1972 Miami Dolphins, 1980 US Olympic Hockey Team, and 1986 New York Giants with licensing rights, corporate sponsorships, endorsements, autograph memorabilia deals, and appearances.
- Served as counsel with respect to estate planning issues for professional tennis player.
- Represented several MLB, NFL and NBA players on issues related to asset protection, pre-marital agreements and estate planning.
- Advised professional athletes on complex compensation arrangements and charitable endeavors such as private foundations.
- Provided counsel to a former Division I college basketball coach in connection with his separation from the college.
- Represented Olympic sprinter in several contractual matters.
- In a case involving a collegiate athlete's eligibility to participate in a swimming competition, persuaded the Texas Supreme Court to expressly disapprove of the lower courts' conclusion that the NCAA had no right to intervene in the litigation. The opinion significantly strengthens the NCAA's hand in ensuring that its interests and the interests of its member-institutions are protected in athlete eligibility litigation across the country. *National Collegiate Athletic Association v. Yeo*, 171 S.W.3d 863 (Tex. 2005).

ENTERTAINMENT

Film and Media

- Negotiated television rights agreements to the "Monster Wars" television program with Madison Square Garden.
- Represented GE Capital in its acquisition of the cable television systems owned by Jack Kent Cook.
- Represent lead investor for a Hollywood production company.
- Represent oil and gas company with investments in various movie and music production companies.
- Represent leading investment bank in selling its interests in a major movie production company and a Hollywood talent agency.
- Served as the chief legal advisor to companies involved with the development of motion pictures and feature film productions. Responsible for securing all story rights, and negotiating transactions related to film financing, production, distribution and promotion.
- Represented HBO in contractual matter.
- Represented Madison Square Garden, LP in contractual dispute regarding cable advertising.
- Served as the chief legal advisor on a design/develop project for an IMAX theater complex in Puerto Rico. Responsible for negotiating licensing and exhibition agreements with IMAX, as well as the finance, securities, real estate, and construction transactions related to the project.
- Represented the Motion Picture Association of America in connection with enforcing its copyrights on films being pirated and sold commercially.
- Represented an advertising agency in connection with contracts for talent for commercials.
- Represented a business owner against a major television network and a major film studio for interference with access to his business during filming of a Made-for-TV movie.
- Represented MGM in antitrust action by home video retailers against Blockbuster and major movie studios.
- Served as tax counsel for Xtreme Cinemas (Mexico) in connection with the corporate / tax restructure.
- Serve as Mexican counsel for VH1 and Nickelodeon as divisions of Viacom Inc.
- Serve as legal / tax counsel for MTV Networks de Mexico, MTV Networks Latin America, and MTV Networks Columbia as divisions of Viacom Inc.
- Served as tax counsel for MGM in tax compliance of non-Mexican artist filming in Mexico.
- Represented investors in the acquisition and mezzanine financing of a network of movie theaters in Southwest and Western United States.
- Represented investors in the acquisition and mezzanine financing of distribution and ownership rights to various feature films and special-purpose videos, including feature film productions by Act III Communications and the Jane Fonda workout library.
- Represented lenders in connection with multiple film production financings.

Performing Arts

- Represent the Dallas Center for the Performing Arts Foundation, Inc., a non-profit that will complete construction of several performing arts venues in downtown Dallas. These venues will constitute the most significant concentration of performing arts venues constructed in one location since the opening of the Lincoln Center.
- Served as chief negotiator and legal advisor for an organization involved in financing and operating an entertainment facility and concert promotion. Responsible for negotiating venue agreements, insurance and risk management agreements, and artist contracts.
- Represent Van Cliburn International Piano Competition.

- Represent Casa Manana Musicals, Inc., Texas-based entertainment venue.
- Served as legal counsel to the Ft. Worth Opera Association.
- Serve as legal counsel for the Ft. Worth Symphony Orchestra Association
- Represented a developer of urban entertainment centers.
- Represented rap artists H-Town Boys in connection with restructuring contractual relationships.
- Represented country music entertainer with estate planning, tax planning, and business planning.
- Representing a country and western singer in connection with a licensing dispute brought by a sublicensee who was terminated by the licensee.
- Represented father of international pop star and related entertainment company in two lawsuits relating to management of star's affairs and claims by original members of related pop group.

Other Entertainment

- Negotiated licensing agreements for major property brands including Nintendo, James Bond, World Wrestling Entertainment, Harlem Globetrotters, and Robocop franchises.
- Represented a publicly held debtor-in-possession, a holding company for various entities that own or owned hotel, casino and management companies in the gaming industry, in its Chapter 11 case in Delaware, which involved asset sales and contentious litigation with a former trademark licensor.
- Represented the developer of a computer game in a suit brought by a party whose image was included in the game.
- Advised entertainment industry clients on complex compensation arrangements and charitable endeavors such as private foundations.
- Represented lenders in connection with loan to internationally-known musical artist that was secured by future recording commitments.
- Represented an author in the negotiation of a book publishing deal including both movie and video rights.
- Multiple engagements to license, protect or assert intellectual property rights.

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