

Sports Law

Practices and Industries

PRIMARY CONTACTS

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Haynes Boone Sports Law Practice Group advises clients on the most sophisticated sports industry matters, from advertising to venue development and from antitrust to private equity. For more than 50 years, we have represented some of the largest companies, organizations, and institutions in sports – both nationally and internationally. Our clients include teams, associations, sport franchise owners, leagues, merchandisers, private equity firms, sports talent agencies, higher educational institutions, technology companies, performance enhancing companies and other business entities that are negotiating the intricacies of the sports world.

Why our clients choose us:

Focus: Our attorneys have deep knowledge and experience in sports law, keeping abreast of industry trends and legal developments.

Client-Centric Approach: We prioritize understanding our clients' unique needs and objectives, offering tailored solutions that align with their goals.

Proven Track Record: We have successfully represented clients in high-stakes negotiations, complex litigation, and regulatory matters across the sports landscape.

Industry Insight: With a keen understanding of the business of sports, we offer practical advice that reflects the realities and pace of the industry.

Haynes Boone has a global footprint with over 40 practices, this range of experience allows us to provide clients with innovative, "first-of-its-kind," tailored solutions for a myriad of issues that arise in the sports industry including but not limited to:

- Private Equity
- Commercial Agreements
- Family Wealth and Estate Planning
- Finance
- Gaming and Sports Betting
- Insurance Recovery
- Intellectual Property and Content Licensing
- Joint Ventures
- Labor and Employment
- League development
- Licensing, Naming Rights and Sponsorships
- Litigation
- M&A and Corporate Governance

- Media Transactions
- Privacy and Data Security
- Venue Negotiations