

## We help sports clients navigate the complex, ever-evolving legal landscape of athletics—from the locker room to the boardroom.

Shumaker's Sports Law attorneys bring deep industry experience across every level of sport—elite high school, NCAA collegiate, and professional franchises. From name, image, and likeness (NIL) management and eligibility disputes to franchise M&A and stadium financing, our multidisciplinary team delivers comprehensive legal strategies for executives, athletics departments, coaches, athletes, and sports organizations.

### REPRESENTATIVE CLIENTS

#### Elite Athletes & Coaches

- Professional, collegiate, and high school athletes
- NCAA athletic directors and coaching staff
- Professional franchise coaches and front-office executives
- Sports figures and entertainers

#### Teams & Organizations

- National Hockey League, Major League Soccer, and other professional sports teams
- NCAA member institutions and athletics departments
- Professional sports leagues and governing bodies
- Motor sports organizations

#### Venues & Related Enterprises

- Arena, stadium, and ballpark owners and operators
- Sports media and entertainment companies
- Colleges and universities



Helping Clients  
Move Forward with  
Confidence Since

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## OUR CAPABILITIES

### Governance & Compliance

- House settlement and NIL policy implementation
- Title IX and SafeSport compliance
- NCAA compliance, investigations, and eligibility matters
- Transfer portal issues
- Sports wagering regulatory matters

### Talent & Contracts

- Employment agreements and separation issues
- Elite coach and athletic director contract structuring
- Tax-advantaged deferred compensation plans
- Athlete revenue-sharing structures
- NIL management and dispute resolution

### Commercial, Media & IP

- Media rights, licensing, and technology deals
- Complex multi-stakeholder transactions
- Franchise mergers, acquisitions, and ownership transfers
- Patent, trademark, copyright, and IP strategy
- Stadium and arena development financing

### Disputes, Litigation & Investigations

- High-stakes NCAA dispute litigation
- Athlete eligibility injunctions
- Employment disputes and collective bargaining strategies
- Antitrust compliance and complex civil litigation
- Internal investigations and workplace culture assessments
- Immigration for athletes, universities, and colleges



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