

Navigating the Complex Landscape of Sports Law

Hospitality, Leisure & Sports Industry Sector

Shumaker

A complex, ever-evolving *industry*

Our team of experienced professionals understands the intricate legal landscape of sports. We provide tailored guidance to navigate the complexities of intercollegiate athletics and professional sports, ensuring our clients stay ahead of the curve.



ELITE HIGH SCHOOL

Name, Image, and Likeness (NIL)
Management
Eligibility Issues



NCAA COLLEGIATE

Employment & Separation Issues
Title IX - Eligibility & Immigration
House Implementation
Compliance & Investigations
Governance & Policy Implementation
Transfer Portal Issues
NIL Disputes
Collective Bargaining
Commercialization
Intellectual Property (IP)



PROFESSIONAL FRANCHISES

Business Affairs & Media Strategy
Complex Multi-Stakeholder Deals
Franchise Mergers & Acquisitions (M&A)
Labor & Employment Issues
IP

The *Team*



Bennett H. Speyer

Partner

Hospitality, Leisure & Sports
Industry Sector Co-Chair

- Elite coach/Athletic Director (AD) contract structuring and tax-efficient deferred compensation strategies



Robert A. Boland

Partner

Hospitality, Leisure & Sports
Industry Sector Co-Chair

- Former Athletics Integrity Officer at Penn State
- Risk mitigation/investigations, Title IX & sports wagering leader



Bart H. Lambergerman

Senior Counsel

- Former General Counsel/COO for the Football Bowl Subdivision (FBS) Athletics Directors Association (LEAD1).
- DI AD advisor and House settlement implementation strategies



Diana J. Florence

Of Counsel

- 25-year tenure as a prosecutor in Manhattan District Attorney's Office, now a NCAA litigator, NIL advisor, and advisor to elite high school and collegiate athletes



Frank Hawkins

Of Counsel

- 15-year NFL veteran (former head Business Affairs & Media Strategy).
- Architect for complex multi-stakeholder media, technology, and governance deals

Special *Teams*

High-Stakes Litigation Protecting the Rights of Elite Athletics Directors, Coaches, and Athletes.



Scot A. Hinshaw

Partner

- Litigator focusing on commercial, employment, and labor law, as well as contract interpretation and grievances
- Advises and defends coaches and ADs in internal investigations



Nicholas T. Stack

Partner

- High-stakes litigator in NCAA disputes and related matters
- Consultant on complex contract disputes and other commercial matters



Tricia W. Magee

Partner

Labor & Employment Service Line Lead

- Dedicated legal representation and strategic counsel within sports litigation matters
- Experience includes antitrust litigation representing a motorsports sanctioning body, as well as litigation involving an educational institution and athlete regarding an NIL deal



Evan J. Bunis

Associate

- Member of the Litigation & Disputes Service Line assisting with NCAA disputes and related matters



Jacob A. Mertus

Staff Attorney

- Member of the Corporate, Tax & Transactions Service Line assisting with NCAA matters

Special *Teams*

Professional Franchises & Mega Transactions

NHL



Darrell C. Smith

Partner

- Exclusive corporate and legal counsel advising and supporting an NHL team

IP & ENTERTAINMENT



Michael E. Dockins

Partner

Intellectual Property Service Line Lead

- Assisting with patent, trademark, and copyright law
- IP counsel to elite sports & entertainment figures

FRANCHISE M&A



Joseph J. Santaniello

Partner

Corporate, Tax & Transactions Service Line Lead

- 25+ years driving complex transactional success, including franchise MBA, licensing law, and ownership transfers

LEAGUE-LEVEL LEADERSHIP



Andrew McIntosh

Of Counsel

- Executive Vice President/General Counsel of the United Soccer League (USL)
- Business and transactions attorney

Special *Teams*

Specialized Experience

IMMIGRATION & NIL



Olivia Johnson

Partner

- Dedicated immigration attorney assisting colleges, universities, and athletes on immigration and NIL matters.

FACILITY FINANCE



W. Kent Ihrig

Partner

- Finance team lead and counsel in connection with the development and construction of stadium and related facilities

ANTITRUST & COMPLIANCE



Mark Wagoner

Partner

- National antitrust practice litigating complex civil matters and consulting on compliance matters
- Top constitutional litigator

The Shumaker *advantage*

Full-Spectrum Capabilities

GOVERNANCE & COMPLIANCE

House and NIL
policy
implementation,
Title IX, and SafeSport

COMMERCIAL, MEDIA, & IP

Media rights,
licensing,
technology deals, and
IP strategy

TALENT & CONTRACTS

Senior
leader/coaching
agreements
(split-dollar/tax-
advantaged plans)
and athlete revenue-
sharing structures

LITIGATION & DISPUTES

Athlete eligibility
injunctions,
employment
disputes, and
collective
bargaining strategies

INVESTIGATIONS

Independent
reviews and internal
audits, workplace
culture
assessments,
regulatory inquiries,
and high-stakes
internal
investigations

Comprehensive legal strategies for executives, athletes, athletics departments, franchises, and organizations.

Hospitality, Leisure & Sports Industry Sector

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