

TRAILBLAZERS

SPORTS/GAMING/ENTERTAINMENT LAW

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What was the genesis of the path that has made you a trailblazer?

I have a lifelong passion for sports. Serving as General Counsel of the NY Yankees resulted in my deep involvement in a business based on generating revenue through consumer engagement. Sports, with its competitive action, is a form of entertainment content with a unique, compelling fit for media platforms. At Jenner & Block, my practice focuses on content, media, and entertainment, including representing media companies leveraging sports betting which involves complex rights, regulatory, and commercial issues. It was gratifying to work on the first-of-its-kind national partnership to create FOX Bet.

What sort of change has resulted from the concept?

The rapid expansion of sports betting has been positive for the participants in this new ecosystem. Consumers are more engaged with both live and telecast sports. In today's interconnected landscape, this new revenue opportunity is flourishing and the financial results are considerable. It is a good development for our clients who are creating and distributing content over an increasing number of platforms. IP protection will continue to be a critical need as the technology platforms proliferate. I believe the next wave of change will be a focus on consumer protection.

What bearing will this have on the future?

As a trend, sports betting will continue to grow. Leagues, colleges/universities, teams, and players are actively pursuing new ways to monetize and distribute content including betting, streaming, and maximizing their name, image, and likeness. My clients are playing both offense and defense as they exploit new content and protect their IP. The current environment is complex with a patchwork of different laws at the state and federal levels. Compliance will be an important factor in the future, and I anticipate spending more time helping clients navigate the evolving legal landscape.