

# Collegiate Sports Practice



BCLP represents clients at all levels of collegiate sports. In addition to representing the National Collegiate Athletic Association (“NCAA”), we currently represent and/or have represented various athletic conferences and universities.

**We assist our collegiate clients in a number of areas, including:**

- Litigation, including litigation involving anti-trust, business law, concussions/ CTE, class actions and other high-exposure and/or high-visibility matters
- Conference realignment
- Advising on compliance with the *House Settlement*
- Name, image and likeness (NIL) matters
- Television and radio contracts
- Sponsorships and naming rights
- Corporate governance, including mergers, conference formation and obtaining tax-exempt status
- Athletics Regulation & Compliance, including internal audits
- Athlete safety investigations and compliance

**Representative matters in this area include the following:**

- Serve as the National Coordinating Counsel for the NCAA’s sports-injury claims from concussions to wrongful death claims for all NCAA sanctioned sports, including in connection with a landmark wrongful death jury trial resulting in a complete defense verdict in favor of the NCAA
- Advised the NCAA and several collegiate conferences in connection with a variety of litigation, antitrust and business law matters, including with respect to the structure of postseason college football, conference realignment and other significant issues
- Representations of various sponsors and athletes in various name, image and likeness (NIL) deals
- Represent Georgia Tech Athletic Association in its media rights and sponsorship agreement with Legends, and multiple litigation and IP matters
- Represented the St. Louis Blues and its affiliates in connection with agreements related to the 2016 NCAA, 2016 Missouri Valley Conference and 2018 Southeastern Conference (SEC) men’s college basketball tournaments played at Scottrade Center (now known as Enterprise Center)



- Represented publisher of Blue & Gold Illustrated (regarding Notre Dame athletics) in defense of fraud and breach of contract action regarding purchase of online sports news entity
- Represented multiple Division 1 sports programs in confidential audits of their athletic departments to ensure compliance with best practices
- Internal Investigations & Audits: Conducted comprehensive best practices, compliance reviews and confidential audits for various top-rated, major research universities with well-known athletic programs

BCLP is a national leader in offering colleges and universities comprehensive concussion management compliance reviews. The objectives of such a review are to maximize the health and safety of universities' student athletes; to minimize reputational and litigation risk from sports concussion events; and to position the university as among the national leaders in effectively managing the concussion risk inherent in nearly all sports. Having a written Concussion Protocol developed in accordance with the NCAA's "concussion checklist" is just the first of many steps to having a comprehensive and effective program addressed to these four objectives:

1. Necessary revisions to the concussion protocol
2. Recommendations to improve concussion spotting, diagnosis, clinical management and recovery (return-to-play and return-to-learn) practices
3. Additional concussion training and education for staff, students, coaches and parents
4. Proposed structural changes to ensure independence of athlete medical care



We believe that the depth of our sports practice, together with our extensive experience in representing clients involved in collegiate athletics, ideally positions BCLP to serve as any university's single-source for counsel and representation concerning NCAA compliance programs and issues; commercial, antitrust, concussion and other litigation matters; conference formation, alignment and governance; media contracting; naming rights and sponsorships; stadium and arena development and related tax and financing matters.

## Our team

Our Collegiate Sports Practice team consists of lawyers with significant experience in advising clients at all levels of collegiate sports. For additional information, please contact our team leaders:

### Phil Bartz

Collegiate Sports Practice  
Co-Leader  
philip.bartz@bclplaw.com  
T: +1 202 508 6022

### Ryan Davis

Sports, Media & Entertainment  
Group Co-Leader  
rsdavis@bclplaw.com  
T: +1 314 259 2818

### Sarah Hartley

Collegiate Sports Practice  
Co-Leader  
sarah.hartley@bclplaw.com  
T: +1 303 866 0363

### Chris Schmidt

Collegiate Sports Practice  
Co-Leader  
christopher.schmidt@bclplaw.com  
T: +1 314 259 2616

### Graham Shear

Sports, Media & Entertainment  
Group Co-Leader  
graham.shear@bclplaw.com  
T: +44 (0)20 3400 4191