



## Practices & Industries

# Sports, Media & Entertainment

## Overview

The sports, media, and entertainment industries are dynamic and complex, requiring strategic legal guidance to navigate emerging opportunities and challenges. Day Pitney's Sports, Media, and Entertainment Practice Group (SMEPG) provides comprehensive legal counsel to clients across these dynamic sectors, leveraging the firm's deep industry knowledge and cross-disciplinary experience.

Our team advises media companies, production studios, sports organizations, talent agencies, digital platforms, and investors on a wide range of corporate, regulatory, and transactional matters. With a client-focused approach and a commitment to strategic growth, we help navigate the legal complexities of content and product creation, distribution, and monetization in today's fast-changing landscape.

### Our Services

We offer a full suite of legal services tailored to the unique needs of the sports, media, and entertainment industries, including:

- **Transactional Matters:** Content licensing, production agreements, and intellectual property transactions including sponsorship, endorsement and co-branding agreements.
- **Intellectual Property:** Develop and implement strategic clearance, protection and enforcement strategies for sports brands.
- **Corporate Advisory:** Mergers, acquisitions, financing, and governance for media and entertainment companies.
- **Regulatory Compliance:** Guidance on FCC regulations, digital media laws, advertising guidelines, and emerging AI technologies.
- **Litigation and Dispute Resolution:** Representation in defamation claims, enforcing and defending trademark and copyright claims and related disputes, and industry-specific commercial litigation.
- **Technology and Innovation:** Legal support for AI, NFTs, streaming platforms, and metaverse applications.

Our team combines decades of experience in corporate law, family office services, intellectual property, litigation, and technology law to provide holistic legal solutions for our clients. We are uniquely positioned to serve the business and legal needs of media and entertainment companies, offering:

- **Industry Experience:** Deep knowledge of legal, business, and regulatory challenges in the sports, media, and entertainment space.
- **Integrated Approach:** A multidisciplinary team leveraging our firm's established corporate, intellectual property, and technology practices.
- **Client-Centered Solutions:** Personalized strategies for clients ranging from startups to multinational enterprises.
- **Global Reach:** Access to international networks and cross-border legal insights.

From traditional media to emerging digital platforms, Day Pitney's SMEPG is at the forefront of legal innovation, helping clients capitalize on new opportunities and mitigate risks in an increasingly complex marketplace.