



## Jared F. Bartie

Partner

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A nationally recognized sports attorney and Co-Chair of O'Melveny's Sports Industry Group, Jared is named a "Dealmaker" by *Variety*, a "Power-Player" by *SportsBusiness Journal*, and "Sports Attorney of the Year" by the National Bar Association, and most recently one of the "Most Influential Black Lawyers in America" by *Savoy Magazine*.

Jared's career uniquely encompasses both legal and business professional sports and entertainment experience. Among his various roles he has served as Chief Legal Officer and General Counsel of the United States Tennis Association (USTA); General Counsel and Chief Administrative Officer of the NBA Charlotte Bobcats; an executive in the National Basketball Association's renowned Team Marketing and Business Operations group; Acting Chief Counsel of Productions at Black Entertainment Television; and General Counsel of Maxim Magazine.

He represents domestic and international clients on a variety of high-profile matters, including professional sports team investments, stadium and arena transactions, prominent facility naming rights and sponsorship transactions, and complex media rights agreements. His clients have included the Portland Trail Blazers, Utah Jazz, Brooklyn Nets, Detroit Pistons, Dallas Cowboys, Minnesota Vikings, Under Armour, Legends, Pac-12 Conference, USA Track & Field, USA Volleyball, Washington Convention and Sports Authority and City of Atlanta and Fulton County Recreation Authority.

Jared has developed a robust practice in the burgeoning esports industry and advises on team investments, league entry

### Admissions

*Bar Admissions*  
District of Columbia  
Massachusetts  
New York

### Education

Northwestern University, J.D.  
American University, B.A.

negotiations, corporate sponsorships, player contract discussions, and arena development matters. His deals have involved navigating entry into the top esports leagues, including Activision Blizzard's Overwatch League and Riot's North America League of Legends Championship Series. Jared's esports clients have included Envy Gaming, Gen. G (previously KSV esports International), FlyQuest, Washington Convention and Sports Authority, and Dallas Cowboys owner, Jerry Jones.

In 2017, Jared was named a Presidential Appointee to the Executive Committee of the USTA and currently serves on the March of Dimes Sports Luncheon Committee. He is a founding member of the African American History and Culture Endowed Scholarship at the Northwestern Pritzker School of Law. Jared earned his J.D. from Northwestern University School of Law and his B.A. from American University.

## Experience

### Sports Matters

- Represented **LaLiga**, the Spanish soccer league, in its joint venture with Relevent Sports to commercialize its media, sponsorship, and licensing rights in North America
- Advised the **City of Atlanta** and **Fulton County Recreation Authority** regarding an arena operating agreement and non-relocation agreement in connection with the US\$192 million State Farm Arena (formerly Philips Arena) renovation project
- Representing **Washington Convention and Sports Authority t/a Events DC** on a number of event and sponsorship transactions, including its bid to serve as a host city in connection with FIFA World Cup; a multi-venue pouring rights transaction; a multi-venue ride share transaction; and in connection with Bike DC
- Advising **HEAD Sport GmbH** in connection with professional athlete endorsement related matters
- Representing **North American Soccer League** as counsel to the league and its board of governors regarding corporate and transactional matters
- Represented **USA Volleyball** in connection with a comprehensive sponsorship and apparel agreement with Adidas
- Represented the National Basketball Association **Detroit Pistons** regarding a practice facility naming rights transaction with Henry Ford Health Care System
- Represented **MP & Silva** in a naming rights agency engagement with a US sports and media organization
- Represented **Under Armour** in a multiyear global sponsorship and apparel transaction with the NBA
- Represented **Under Armour** in various professional athlete endorsement agreements, as well as professional sports league and college sponsorship agreements
- Represented **Pac-12 Conference** in connection with various multiple multimedia and commercial transactions
- Represented Major League Soccer's **DC United**, and its majority ownership group, regarding various corporate transactions, including stadium financing related to Audi Stadium
- Represented a lead investor in separate bids to acquire the National Hockey League's New Jersey Devils and New York Islanders
- Represented a minority investor group regarding a final round bid to acquire the National Basketball Association's Atlanta Hawks

- Represented an investment group regarding the successful bid to acquire the Premier League's **Swansea City A.F.C.**
- Advised **Larry H. Miller Sports & Entertainment**, owner of the National Basketball Association's Utah Jazz, regarding a multiyear arena naming rights transaction for Vivint Smart Home Arena
- Advised the National Basketball Association **Portland Trail Blazers** regarding a multiyear arena naming rights transaction regarding the Moda Center
- Represented **Legends Hospitality** in various concessions services, sponsorship and sales and marketing matters
- Represented **Brooklyn Sports and Entertainment** regarding an arena operations support arrangement with AEG Facilities
- Advised **Palace Sports & Entertainment** regarding a radio broadcast rights agreement
- Advised **USA Track & Field** in various commercial matters, including its subscription content streaming platform
- Represented **USA Track & Field** in negotiations related to USA vs the World at the Penn Relays
- Advised the National Football League **Minnesota Vikings** in connection with a founding partner sponsorship transaction with MillerCoors

### Esports Matters

- Led the representation of **The Washington Justice** (formerly Washington Esports Ventures) in connection with entry into Blizzard Entertainment's Overwatch League
- Represented **Dallas Cowboys owner Jerry Jones** and the Jones family in connection with the Goff family in the acquisition of esports entity, compLexity Gaming
- Represented esports organization, **Team EnVyUs**, in connection with its entry into the Blizzard Overwatch League and related Series A financing
- Represented **FlyQuest** and owner Wesley Edens, in its esports launch efforts, including the development of its standard player contract, merchandise arrangement and in connection with intellectual property matters
- Represented **FlyQuest**, in connection with entry into Riot's North America League of Legends Championship Series
- Represented **Gen. G** (previously KSV esports International) in connection with its entry into the Blizzard Overwatch League, and related Series A financing
- Represented **Washington Convention and Sports Authority t/a Events DC** in connection with an integrated sponsorship transaction with esports team, NRG
- Represented **Washington Convention and Sports Authority t/a Events DC** in connection with venue hosting and sponsorship agreements regarding Red Bull Conquest

### Professional Activities

#### Boards

- Co-Chair, Sports Division, Black Entertainment & Sports Lawyers Association
- Presidential Appointee, Executive Committee, United States Tennis Association
- Sports Luncheon Committee, March of Dimes

- Sports Editorial Advisory Board, *Law360* (2016)

#### Publications

- “Navigating The Purchase and Sale Of Sports Teams,” *New York Law Journal* (October 26, 2015)

#### Speaking Engagements

- Moderator, “Esports and New Entertainment in Los Angeles: LA’s expertise in content, communication and commerce is propelling this industry to new heights,” Select LA Investment Summit (June 6, 2019)
- Moderator, “eSports the Next Big Thing,” Sports Lawyers Association (May 16-18, 2019)
- Panelist, “The Reality of Esports - Deploying Capital in an Emerging Industry,” City National Bank (May 9, 2019)
- Panelist, “Growth and Future of eSports,” Fordham Sports Law Symposium (February 22, 2019)
- Panelist, “Streaming, sponsorships, partnerships, branding, and IP,” Esports Bar Association (June 11, 2018)
- Panelist, “Investing in Sports and esports: Engaging Today’s Fan,” NYSSCPA Family Office Committee (March 14, 2018)
- Co-Presenter, “Sports Deals 101,” Lawline.com (February 12, 2018)
- Panelist, “Buying and Selling Sports Teams and Entertainment Businesses,” ABA Entertainment and Sports Conference, Las Vegas (October 5-7, 2017)
- Moderator, “Dispelling the Myths: Diversity in Sports is a Winning Strategy,” USTA Sports D&I Symposium (August 30, 2017)
- Presenter, “Buying and Selling Professional Sports Franchises,” Lawline.com (January 7, 2016)
- Panelist, “The Name Game: Sports Facility Naming Rights and Sponsorships,” Herrick, Feinstein LLP (September 27, 2016)
- Panelist, “Hot Topics in Sports,” Sports and Entertainment Law Society, Maurice A. Dean School of Law, Hofstra University (2015)
- Moderator, “Game Time 2014: Whose Team is it Anyway?” National Bar Association 89th Annual Conference (2014)
- Moderator, “Creating a Culture of Corporate Compliance: A Study of the Sports Industry,” Minority Corporate Counsel Association 2014 CLE Expo (2014)
- Panelist, “The Business of Sports,” Northwestern University School of Law, Northwestern Law Alumni Weekend (2013)
- Panelist, “360 Degrees of Sports Law,” Black Entertainment Sports Lawyers Association, Benjamin Cardozo School of Law (2013)
- Panelist, “IP Face Off: Athletes, Sponsors, and the Right of Publicity,” Fordham Sports Law Symposium (2013)
- Moderator, “Entrepreneurship & Innovation,” 7th Annual Ivy Sports Symposium (2012)
- Keynote Speaker, 3rd Annual Sports and Entertainment Conference, Arizona State University, Sandra Day O’Connor School of Law (2012)

- Moderator, “From Prospect to Pro: A Legal Primer on Recruitment of Professional Athletes Including Foreign Players,” New York State Bar Association (2012)
- Co-Presenter, “Sports and Entertainment Facility Agreements: Nuts and Bolts and War Stories,” American Bar Association Webinar (2011)
- Panelist, “Sports Ownership and Operating as a Portfolio Asset,” Black Entertainment and Sports Lawyers Association Annual Conference (2007)
- Panelist, “Negotiating Sporting Event/Venue Contracts,” Sports Lawyers Association Annual Conference (2005)
- Panelist, “Negotiating the High Profile Deal,” Sports Lawyers Association Annual Conference (2002)

## **Honors & Awards**

- Named to *Lawyers of Color's* inaugural “Nation’s Best” list (2019)
- Recognized by *Who's Who Legal* in Sports & Entertainment (2018)
- Named one of the "Most Influential Black Lawyers in America" by *Savoy Magazine* (2018)
- Recognized as a “Dealmaker” in *Variety's* Dealmakers Elite: New York (2017-2018)
- Named to *Legal 500's* “Next Generation Lawyer” list in Sports (2017-2019)
- Named “Sports Attorney of the Year” by the National Bar Association (2016)
- Recognized as “Elite” in *SportsBusiness Journal's* “Power Players: Outside Counsel” feature (2016)