

Sports, Entertainment & Media

Overview

O'Hagan Meyer's Sports, Entertainment & Media Group helps clients structure deals, protect rights, manage brands, and resolve disputes in a fast-moving industry where business, talent, and content converge.

We represent professional athletes, entertainers, influencers, and gaming talent across sports, film, music, and digital platforms in transactional, regulatory, and dispute-related matters. Our attorneys advise on contract negotiation, intellectual property protection, licensing, and compliance with evolving state and federal frameworks. Drawing on experience in business transactions, labor and employment, and contract law, we help clients navigate overlapping rules and industry practices while ensuring legal strategy advances commercial objectives.

Clients rely on our firm for both legal counsel and day-to-day lifecycle guidance, including services that extend into sports and talent management. We handle matters ranging from NFL player contract negotiations and endorsement and branding agreements to licensing strategy and enforcement. Our team includes certified NFLPA agents experienced in negotiating compensation agreements and advising players throughout the contract lifecycle. We also advise on name, image, and likeness (NIL) matters for student-athletes and universities, including eligibility, compensation structures, and risk management, along with public relations, agent-related issues, and cross-border considerations affecting talent management, content, and distribution.

When disputes arise, our attorneys represent clients in litigation, arbitration, and mediation, as well as before relevant regulatory and administrative bodies, handling claims, enforcement actions, and other proceedings that can impact our clients' businesses and reputation. We evaluate risks and develop strategies designed to protect the client's interests and position matters for efficient resolution. Each case is approached with a deep industry perspective and a clear understanding of the legal exposure and reputational considerations.

Explore Further

Music & Entertainment
Professional Athletes
Sports Law & NIL

With a national footprint and high-volume experience, O'Hagan Meyer represents clients across jurisdictions and venues. Clients benefit from our insider's perspective, clarity, responsiveness, and practical guidance. In addition to resolving disputes, our attorneys advise on risk mitigation, contract structuring, policy development, and compliance practices designed to reduce exposure and help avoid disputes wherever possible.

Our services include:

- NFL contract negotiations
- Endorsements and public relations
- Licensing arrangements and brand agreements
- NIL (Name, Image, and Likeness) advisory services for student-athletes and universities
- Reputation management