Fordham Sports Law Forum
22nd Annual Symposium

Friday, March 2, 2018
9 - 9:30 a.m Check-in
9:30 a.m - 3:15 p.m. Program
Costantino Room

Co-sponsored by
The New York State Bar Association’s Entertainment, Arts and Sports Law Section NYSBA EASL
Thomas A. Baker III
Associate Professor, University of Georgia

Thomas A. Baker III (tab3@uga.edu, @DrTab3) is a tenured associate professor of sport law at the International Center for Sport Management (ICSM), University of Georgia. He is also the editor-in-chief for the Journal of Legal Aspects of Sport (JLAS), the only peer-reviewed sport law journal in the United States. Baker’s research primarily focuses upon the application of law to sport, and within that focus he specializes in how commercial laws influence sport, such as legal issues concerning brand/image management and the regulation of marketing through advertisements and social media. He also conducts injury prevention research that focuses on the risk of sexual violence in sports, with a particular focus on methods for preventing violence against children. Baker has more than 50 scholarly publications and has written extensively on the influence of law on student-athlete regulations. His research has been featured in almost all the leading sport law reviews and journals, including multiple articles in JLAS and the Marquette Sport Law Review. He has also published in prestigious sport management journals such as the Journal of Sport Management and Sport Marketing Quarterly. Baker’s research on antitrust law has been cited by the Kentucky Supreme Court in Jamgotchian v. Kentucky Horse Racing Commission, and he co-authored an amicus curiae brief on behalf of sport management professors that was submitted to the 9th Circuit, in O’Bannon v. NCAA.

Baker received his Ph.D. from the University of Florida, where he was a Dr. Charles W. LaPradd fellow. He earned his J.D. from Loyola University of New Orleans School of Law, where he graduated in the top 10 percent of his class and earned the distinction of William L. Crowe, Sr., Scholar.

Andrew Brandt
Executive Director, Moorad Center for the Study of Sports Law, Villanova University Law School; Columnist, Sports Illustrated and The Athletic; Host, “The Business of Sports” podcast; Sports Business and Legal Analyst, ESPN

Andrew Brandt has established himself as one of the most respected national voices in sports and sports business. He provides truly insightful perspectives in all forms of media and in academia.

Brandt writes regular columns for both “MMQB” (on si.com) and The Athletic (theathletic.com), providing his unique insight as a former agent and team executive, breaking down often-complex topics and making them understandable and digestible for mass audiences. Brandt’s must-read columns take readers behind the curtain to see the inner workings of sports. Brandt also provides regular contributions to Sports Illustrated magazine.

Brandt is also executive director of the Jeffrey S. Moorad Center for the Study of Sports Law at Villanova University Law School. He leads and directs the premier program in the country in sports law, business, thought, and policy. The Moorad Center has become a destination program for students interested in working in sports. Brandt uses his practical, real-world experience to guide and inspire students, develop courses both on- and off-campus online, and host leading sports industry professionals visiting the center. Brandt’s Moorad Symposium has become a signature event on the sports event calendar, regularly making news from its leading panels and speakers.

Brandt also hosts a weekly “Business of Sports” podcast with differentiated content from Brandt and his impressive list of sport industry leaders and newsmakers. Podcast guests have included Aaron Rodgers, supernagent Tom Condon, Atlanta Falcons president Rich McKay, DraftKings CEO Jason Robbins, lawyer Jeffrey Kessler, Los Angeles Chargers president John Spanos, and many more. The unique podcast has found a niche in the marketplace, with thousands of subscribers and several recurring sponsors.

Brandt provided sports business and legal analysis for ESPN from February 2011 to May 2017, making viewers smarter about the business and legal aspects of sports. Brandt appeared regularly on all ESPN studio shows and platforms such as SportsCenter, Outside the Lines, NFL Insider, NFL Live, Late Night with Scott Van Pelt, ESPN Radio, and more. Brandt has also appeared on ABC News, NBC News, CBS News, CNN, Fox News, MSNBC, CNBC, Bloomberg, and various documentaries discussing sports issues in-depth.

Brandt’s two and a half decades in professional football are split evenly between working in team management and player representation. He spent nine years (1999–2008) as vice president of the Green Bay Packers, where he handled legal and business affairs for the team’s football operations, negotiated all player contracts, and managed the team’s NFL salary cap. Brandt’s skillful management earned him professional acclaim within the league. The highlights of his Packers tenure include the franchise hosting the NFC Championship Game in 2008 and his negotiating contracts for most of the players, who eventually led Green Bay to continue its run of sustained success with victory in Super Bowl XLV.

Early in his career, Brandt worked for ProServ Inc., where he represented marquee athletes such as Michael Jordan, Boomer Esiason, and Arthur Ashe. He left ProServ in 1990 to become the general manager of the NFL World League’s Barcelona Dragons, leading the team through its appearance in the inaugural World Bowl in 1991 at London’s Wembley Stadium. At the time, he was the youngest GM in professional sports.

Following the World League, Brandt returned to player representation for Woolf Associates in Boston, representing NFL players including quarterback Matt Hasselbeck, Super Bowl champion kicker Adam Vinatieri, and Heisman Trophy-winning running back Ricky Williams. He left Woolf to join the Packers in 1999.

In 2008, Brandt, in collaboration with other NFL insiders, launched National Football Post (www.nationalfootballpost.com)—a leading online resource and publication focusing on NFL business news and statistical analysis. Brandt was also a full-time lecturer at the University of Pennsylvania’s Wharton School of Business, where he taught classes on sports law and others on sports business and negotiations, and his academic work earned him the prestigious William G. Whitney Award for excellence in undergraduate teaching.

A native of Washington, D.C., Brandt now lives outside of Philadelphia and is married with two sons, Sam and Max. His interests include playing jazz piano and competing in running races and triathlons.

Mark Conrad
Associate Professor of Law and Ethics, Fordham Gabelli School of Business

Mark Conrad is an associate professor of law and ethics at Fordham University’s Gabelli School of Business, where he directs its sports business concentration. In addition to teaching sports law, he has also taught courses covering contracts, business organizations, and media law.

Conrad’s books and articles have appeared in academic, legal, and general circulation publications. His book The Business of Sports: Off the Field, in the Office, on the News (Routledge/Taylor and Francis, 2017) has been cited in leading journals as one of the most comprehensive texts on the subject. He has also published in academic and nonacademic journals on various sports law topics, including governance issues, intellectual property, collegiate issues, and international issues. In addition to his full-time responsibilities at Fordham, Conrad has served as adjunct professor at Columbia University’s Sports Management Program, St. John’s University’s LLM in international sports law practice, and New York Law School. He has lectured at Northwestern University’s campus in Doha, Qatar, and has appeared on panels and symposia at Duke University School of Law, the University of Virginia School of Law, and the law schools of Fordham, Pace, Hofstra, DePaul, and Arizona State universities.

Conrad has been quoted in the New York Times, Boston Globe, and Chicago Tribune and has appeared on CNN, Bloomberg TV, and i24News.

John D. Feerick
Founder and Senior Counsel, Feerick Center for Social Justice

John D. Feerick, the founder and senior counsel of the Feerick Center for Social Justice, was the dean of Fordham Law School from 1982 to 2002. He has held the Sidney C. Norris Chair of Law in Public Service since 2004 and was the Leonard F. Manning Professor of Law from 2002 to 2004. Feerick began his career at Skadden, Arps, Slate, Meagher & Flom; he
Jeffrey B. Gewirtz
Executive Vice President of Business Affairs; Chief Legal & Compliance Officer, Brooklyn Sports & Entertainment (BSE). Gewirtz joined the Brooklyn Nets and its affiliated arena-operating company in May 2007 as senior vice president and general counsel, and he was promoted to his current positions in 2010. He served as BSE’s chief administrative officer in 2016 and 2017, and he was named BSE’s chief compliance officer in September 2017.

Gewirtz is responsible for advising BSE’s board of directors on all legal matters, including content and business affairs, as well as overseeing the BSE legal department. He has served as an officer of the Brooklyn Nets, Barclays Center, the New York Islanders, and the New York Festival of Sports Car Racing. Gewirtz also serves as corporate secretary for the Brooklyn Sports & Entertainment (BSE) companies and ventures.

Darren Adam Heitner
Founder, Heitner Legal PLLC

Darren Adam Heitner is the founder of Heitner Legal PLLC and is licensed to practice on the state and federal level. He has represented athletes, agents, entertainers, small businesses, and large corporations alike. In addition to handling complex transactional and commercial litigation matters, he has a wealth of experience in education and the business world as founder/CEO of Dynasty Dealings LLC, from three years as an adjunct professor of sports agency management at George Washington University and professor of law at Drake University in Des Moines, Iowa. Professor Miller teaches the course on gaming law at Drake, along with courses on torts. In addition to numerous law review articles, he is co-author of The Law of Gambling and Regulated Gaming (2nd edition), the leading casebook on gaming law.

Jeffrey L. Kessler
Co-Executive Chairman & Co-Chair, Antitrust/Competition Practice, Winston & Strawn LLP

Jeffrey L. Kessler focuses his practice on all aspects of antitrust/competition, sports law, intellectual property (IP), complex litigation, and government criminal and civil investigations. He has been lead counsel in some of the most complex antitrust, sports law, and intellectual property law cases in the country, including major jury trials, and has represented a number of U.S. and international companies in criminal and civil investigations in the antitrust, trade, and Foreign Corrupt Practices Act (FCPA) areas. He successfully defended Matsushita and JVC against claims of a worldwide conspiracy in the landmark U.S. Supreme Court case Matsushita v. Zenith Radio Corp. and is regarded as a leading commentator on international antitrust law. He has also been lead counsel in numerous IP cases involving frontier issues of IP law and lead counsel in numerous government criminal and civil investigations.

Kessler is also one of the most prominent lawyers in the country regularly engaged in high-profile sports litigation. He has litigated some of the most famous sports-antitrust cases in history, including McNeil v. NFL, the landmark antitrust jury trial which led to the establishment of free agency in the National Football League (NFL), and Brady v. NFL, which led to the end of the 2011 NFL lockout. Some of Jeffrey’s clients in the sports law area have included the NFL Players Association (NFLPA), the National Basketball Players Association, the Arena Football League (AFL) Players Association, the National Hockey League Players Association, the Major League Baseball Players Association, the National Invitation Tournament (NIT), CAA Sports, Wasserman Media Group, SCP Worldwide, MVP Sports, the Women’s National Soccer Team, the NFL Coaches Association, Players, Inc., the Women’s Tennis Benefit Association, Excel Sports, and Admirals. Jeffrey has also represented various classes of NBA, NFL, AFL, and MLS players, the North American Soccer League, the United States Football League, and the Cities of San Diego and Oakland, as well as Alameda County, in various sports law disputes. Jeffrey negotiated the current free agency/salary cap systems in the NFL and NBA, and successfully represented Lastrell Sprewell in his controversial suspension arbitration. In the area of NFL discipline, he successfully represented Ray Rice, Tom Brady, and the “Bountygate” players. He also represented pro bono Oscar Pistorius, the double amputee athlete, in his successful arbitration to obtain the right to compete against able-bodied athletes around the world.

Jaia Thomas
Principal, The Law Office of Jaia Thomas

Jaia Thomas is a Los Angeles-based sports and entertainment lawyer with more than 10 years of experience. She represents film producers, television writers, and various industry talent, drafting and negotiating studio and network deals. She also assists athletes with brand protection and trademark registrations.

Thomas has been quoted as a legal expert in such publications as the New York Times, USA Today, and ESPN. She has served as a panelist for the Los Angeles County Bar Association and Beverly Hills Bar Association and as a speaker for several sports and entertainment law conferences. She has had several articles published in journals, including Pace I.P., the Sports and Entertainment Law Journal (“For
Daniel Wallach
Shareholder, Becker & Poliakoff

Daniel Wallach is a shareholder in the gaming and litigation practice groups at Becker & Poliakoff, where he has counseled professional sports teams, sports betting operators, fantasy sports companies, sports integrity firms, casinos, and racetracks in navigating the complexities of U.S. gambling laws and regulations. He is considered one of the nation’s premier and most sought-after legal voices on issues related to sports law and sports gambling. He has appeared as an expert panelist at dozens of conferences on the subject, and he is relied on by top-tier news organizations throughout the country for his expert analysis of this often very complex subject area. He speaks regularly to lawmakers who are seeking expert advice, including most recently at the National Conference of State Legislatures from Gaming States, where he was a featured panelist informing lawmakers about the nuances related to possible sports betting legislation emerging in the wake of Christie v. NCAA.

Described as a “gaming law guru” by Michael McCann, the legal analyst for Sports Illustrated, Wallach can often be found sharing his sports gambling legal insights on Twitter (@WALLACHLEGAL). He was named as one of “The Top 50 Must-Follow Sports Business Twitter Accounts” by Forbes for the past three years and was profiled by Law360 as one of the “20 Attorneys Killing It on Twitter.” Wallach is also the co-host of “Conduct Detrimental,” a weekly podcast examining the intersection of sports, gambling, and the law. He is board certified in appellate practice by the Florida Bar, and is AV-rated (the highest level attainable) by Martindale-Hubbell. He is a 1991 graduate of Hofstra University School of Law, where he graduated with distinction (in the top 2 percent of his graduating class) and was the “Notes and Comments” editor of the Hofstra Law Review. Wallach is also a general member of the International Masters of Gaming Law (IMGL), an invitation-only organization for attorneys who have distinguished themselves through demonstrated performance and publishing in gaming law, significant gaming clientele, and substantial participation in the gaming industry.

Warren K. Zola
Executive Director, Boston College Chief Executives Club, Carroll School of Management, Boston College; Board Member, You Can Play; Adjunct Faculty, Carroll School of Management, Business Law and Operations Management

Warren K. Zola serves as the executive director of the Boston College Chief Executives Club, a program of the Carroll School of Management at Boston College. Prior to his promotion to the Boston College Chief Executives Club, Zola served as assistant dean for graduate programs in the Carroll School of Management at Boston College for 10 years.

In addition to his administrative duties, Zola is an adjunct faculty member in the Carroll School’s departments of business law and operations, teaching two graduate courses—Sports Law and The Business of Sports. He also serves as the chair of the university’s Professional Sports Counseling Panel, where he advises student-athletes pursuing career opportunities in professional athletics.

As an expert in the business of sports, sports law, and the transition of student-athletes from college to professional sports, Zola is frequently relied upon by the national media for his insight and perspectives. Zola is also a regular guest columnist for the Huffington Post and serves as the executive editor of Sports Law Blog. He is a frequent lecturer and panelist around the country on legal issues in the college and professional sports worlds and was invited to a congressional roundtable discussion as a guest expert to discuss reform in college athletics.

Most recently, Zola provided two chapters to The Oxford University Handbook of American Sports Law, edited by Michael McCann (Oxford University Press). The two chapters are “College Athletics: The Growing Tension between Amateurism & Commercialism” and “The Evolution of the Power of the Commissioner in Professional Sports.”

Zola received his B.A. from Hobart and William Smith Colleges, a J.D. from Tulane University, where he founded the Sports Law Society, and an M.B.A. from Boston College. He has been an active member of the Massachusetts Bar since 1993. Zola serves on the board of directors of two nonprofit organizations: Mass Mentoring Partnership and the You Can Play Project.

CLE CREDIT

CLE credit for the program has been approved in accordance with the requirements of the New York State CLE Board for a maximum of 3 transitional and non transitional credits: (3) professional practice.