



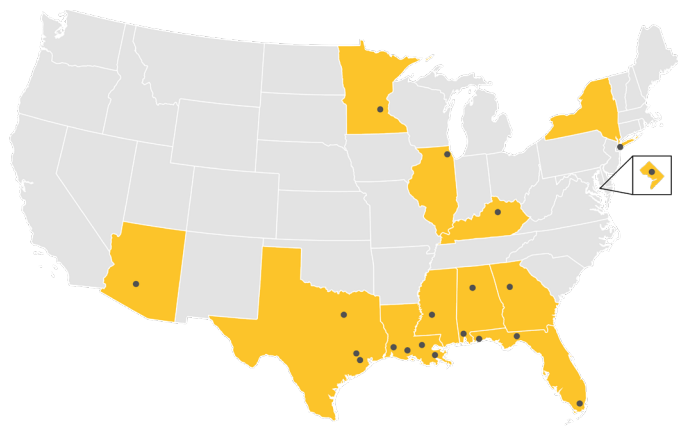
Sports & Entertainment Industry Team

**JONES
WALKER**

A Trusted Partner for a Changing Landscape

Jones Walker LLP understands that college athletics is no longer just athletics — it is a complex business operating under heightened legal scrutiny. Our role is to help athletic directors and university leaders anticipate risk, make informed decisions, and move forward with confidence.

Our Footprint



Strategic Legal Counsel for Athletic Departments

- **Deep Higher Education and Athletics Experience**
Advise public and private universities nationwide on athletics-related legal, business, and governance matters.
- **Multidisciplinary Approach**
Leverage the depth and experience of attorneys across Jones Walker's core practices, including labor and employment, contracting (including NIL and sponsorships), immigration, tax, intellectual property, corporate and private equity, construction, and litigation.
- **National Reach with Local Insight**
More than 350 attorneys across 20 offices nationwide, with a strong footprint in major collegiate sports markets.
- **Recognized Excellence and Client Service**
Consistently ranked by *Chambers USA*, *The Legal 500*, *BTI Client Service A-Team*, and *Best Lawyers*®.

University and Athletics Legal Matters

Our group provides an array of services, including:

Name, Image, and Likeness (NIL) and Athlete Compensation

As direct revenue sharing and NIL commercialization reshape college sports, Jones Walker helps institutions adapt while minimizing risk and maintaining competitive advantage.

Key areas of support include:

- Structuring athlete compensation and revenue sharing models
- Developing and implementing NIL policies and guardrails
- Managing Title IX, antitrust, and employment classification risk
- Protecting university trademarks and branding in athlete endorsements
- Advising on tax implications tied to athlete payments
- Navigating post *House* governance and compliance considerations



Labor, Employment, and Benefits

Athletic departments increasingly operate like large employers, managing coaches, staff, and now athletes in a complex regulatory landscape. Jones Walker provides practical, preventive guidance.

Capabilities include:

- Employment counseling and compliance
- Unionization and collective action risk
- Wage and hour law, benefits, and worker classification
- Investigations, audits, and litigation defense
- Training, policies, and risk-mitigation programs



Immigration and International Athletes

Global recruiting remains essential and legally complex. We help ensure compliance without disrupting competitive goals.

Services include:

- F-1 compliance and athlete compensation considerations
- O-1 and employment based visas for qualifying athletes
- Immigration planning tied to NIL and revenue sharing models
- Audit defense and compliance support

Contact Us



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Intellectual Property and Brand Protection

Athletic programs are brands, and those brands are more valuable than ever. Jones Walker helps protect and monetize them strategically.

Services include:

- Trademark and copyright protection
- Licensing and sponsorship agreements
- Broadcasting, media, and digital content rights
- Technology transfer and internal intellectual property (IP) policies
- NIL-related brand enforcement and oversight

Facilities, Construction, and Capital Projects

From stadium upgrades to training facilities and public private partnerships, we support athletic departments through the full life cycle of major projects.

Experience includes:

- Stadiums, arenas, and athletic complexes
- Public-private partnerships
- Contract drafting, risk allocation, and dispute avoidance
- Construction litigation and arbitration when needed

Corporate, Tax, and Strategic Transactions

The business side of college athletics is evolving rapidly. Our corporate and tax teams support innovative structuring and long-term planning.

Support includes:

- Athletic foundation and booster entity structuring
- Sponsorships, media, and licensing deals
- Tax planning related to athlete compensation and incentives
- M&A and restructuring of affiliated entities
- Governance and compliance advisory

