



Eric Fishman

SPORTS INDUSTRY GROUP CO-LEADER

Eric is the firm's Sports Industry Group Co-Leader and go-to lawyer for some of the most well-known athletes and celebrities, as well as private equity and venture firms, financial institutions, media, retail, and startup companies in a variety of transactional and litigation matters.



Industries

[Media & Entertainment](#)
[Sports](#)

Practices

[Complex Litigation](#)
[Corporate & Securities](#)
[Real Estate](#)
[Trademark](#)

Education

The George Washington University Law School, JD, 2005
Bucknell University, BA, cum laude, 2002

Offices

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Eric is legal counsel to some of the most well-known athletes, celebrities, private equity firms, sports leagues, and media companies in the sports and entertainment industries, including Kevin Durant, Shai Gilgeous-Alexander, Virgil Abloh's Estate, the Premier Lacrosse League, SC Holdings, and Boardroom.

Eric's broad and diverse experience enables him to serve as a trusted advisor across the full spectrum of his clients' legal needs. On the corporate side, he negotiates cutting-edge endorsement agreements, including some of the largest sneaker and brand deals in the industry. He represents private equity firms and strategic investors in various transactions, including investments in professional sports franchises, and mergers and acquisitions. And he handles virtually all other corporate matters, including licensing, sponsorship, and branding deals, as well as intellectual property, financing, and corporate structuring matters.

Uniquely, Eric has a litigation background and has extensive experience representing his clients when disputes arise. Eric has served as lead counsel in many high profile litigations and is also known for handling confidential disputes outside of litigation.

Eric's experience includes representing professional athletes such as Kevin Durant, Shai Gilgeous-Alexander, Laremy Tunsil, Jay Williams, Cole Anthony, Johnny Furphy and Milos Raonic.

Eric also represents celebrities and artists such as Virgil Abloh's Estate, David LaChapelle, PARTYNEXTDOOR, Mark Ronson, Mike Posner, Melanie Martinez, and Lily Kwong.

Eric represents investment and media companies such as SC Holdings, Boardroom, Just Women's Sports, Divine Tree, Improbable Media, Clct and Cerebro Sports.

And Eric has significant experience representing retail companies such as Eastside Golf, Chelsea Textiles and Bamboo Little.

Presentations, Publications & Recognitions

Presentations

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Panelist, “Optimizing AI and Athlete Biometric Data,” *Brooklyn Law School’s Annual Sports Law Symposium*, (October 27, 2023)

- “Emerging Legal Issues With New Forms Of Athlete Compensation,” Moderator, NYU Center for Labor and Employment Law (November 29, 2022)

Publications

- “Generative AI is Exciting for Sports Industry, but its Evolution is Uncertain,” *Sports Business Journal*, (November 2, 2023)
- “How AI is Changing the Sports Industry,” *ArentFox Schiff*, (August 2, 2023)
- “New Missouri NIL Law Changes Landscape, Expands College Coaches’ Role in Negotiations,” *ArentFox Schiff*, (May 15, 2023)
- “Navigating the New Playing Field: What Athletes Need to Know when Monetizing NIL,” *Sports Business Journal*, (July 1, 2022)

Recognitions

- *Super Lawyers*, New York Metro List in business litigation (2013-2022)

Life Beyond the Law

As a former Division I college baseball player, Eric now enjoys coaching his children’s sports teams.

Bar Admissions

[New York](#)

[New Jersey](#)