



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

[New York](#)

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Eric's broad and diverse experience enables him to serve as a trusted advisor across the full spectrum of his clients' legal needs. He is well known for being the go-to lawyer to many top athletes and companies in the sports, entertainment, and retail industries. His recent work includes advising globally renowned personalities and their companies on cutting-edge endorsements, innovative licensing, sponsorship, and branding deals, as well as intellectual property, financing, and corporate structuring matters.

Eric's experience includes representing professional athletes such as Kevin Durant, Laremy Tunsil, Jay Williams, Cole Anthony, Johnny Furphy and Milos Raonic. Eric also represents artists such as David LaChapelle, Mark Ronson, Melanie Martinez, and Lily Kwong. He represents media companies and personalities such as Boardroom, Just Women's Sports, Cllct and Cerebro Sports. And Eric has significant experience representing retail companies such as Eastside Golf, Chelsea Textiles and Bamboo Little.

Eric also represents private equity, venture firms and individuals in making investments in sports, media, and entertainment companies. Eric has become an authority in the ever-developing space of college NIL and helps student-athletes and businesses take advantage of the rapidly changing rules, regulations, and laws surrounding name, image, and likeness.

Uniquely, Eric also has extensive experience representing his clients when litigation arises, counseling them throughout all phases of their business lifecycle to avoid lengthy, and invariably messy, disputes.

Presentations, Publications & Recognitions

Presentations

- 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

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](#)