



---

Portfolio Media, Inc. | 860 Broadway, 6th Floor | New York, NY 10003 | [www.law360.com](http://www.law360.com)  
Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | [customerservice@law360.com](mailto:customerservice@law360.com)

---

## Mintz Levin Launches Sports-Focused Practice Group

By **Zachary Zagger**

Law360, New York (February 2, 2016, 9:31 PM ET) -- Mintz Levin Cohn Ferris Glovsky and Popeo PC is the latest firm to dive headfirst into the sports world with the launch of a dedicated sports law practice group, the firm announced Tuesday.

The firm, which has been involved in sports issues for a while, reorganized itself to create a sports-focused practice group building off its experience representing teams in every major North American professional sports league. Mintz Levin has already handled a range of cases and deals, including stadium financings, team sales, internal investigations and intellectual property matters, as well as league governance and trade disclosure disputes.

"I think it was more to adjust it from a management perspective," member Keith P. Carroll, chair of the sports law group, told Law360. "We realized that we have been doing a number of client engagements in the sports world. It made sense for use to take a practice group focus on it and coordinate our efforts across areas."

The group currently has 11 members, but the team will leverage the expertise attorneys from throughout the firm. The sports group's formal launch comes after the team has begun working together since after the new year.

The firm already serves as outside general counsel to professional sports franchises in the National Basketball Association and National Hockey League, in addition to representing various clients in matters in the other major leagues.

"This is an initiative in which I have a strong personal and professional interest," Mintz Levin managing member Bob Bodian said in a statement. "The full resources of the firm are available to support our clients in the sports world, and we look forward to continuing to collaborate with our clients to advance their interests."

The group will focus on representing teams and leagues, in addition to player matters, particularly helping them with business interests related to sports.

For instance, the firm is currently representing former San Diego Chargers linebacker Shawne Merriman in a trademark suit against Nike Inc. over the company's use of his nickname "**Lights Out.**"

"I think we are going to follow what our clients need, representing teams and league matters but also being involved on the business end of things," Carroll said.

The firm's other work includes advising the bid organizers for the Boston 2024 and now Los Angeles 2024 Olympic bids, helping them acquire specially designed insurance policies, and representing CrossFit Inc. in a suit against the National Strength and Conditioning

Association over a study claiming CrossFit participants were injured.

Now that the firm has a dedicated sports group, it will only build off this work, Carroll said.

"Where I would like to see it go is to continue to see it grow and expand upon what we have been doing," he said.

--Editing by Catherine Sum.

---

All Content © 2003-2016, Portfolio Media, Inc.