



# Eric Fishman

SPORTS INDUSTRY GROUP CO-LEADER

Eric is a strategic advisor to some of the most prominent athletes, organizations, and investment entities in the sports and entertainment industry.



## Industries

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

## Practices

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

## Education

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

## Offices

[New York](#)

## Phone

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## Email

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Eric is widely regarded as the go-to counsel for high-profile clients navigating complex transactional and litigation matters across the sports, media, and entertainment sectors. His leadership has been instrumental in expanding the firm's reach into cutting-edge areas, including private equity investments in sports franchises, and innovative endorsement and licensing deals.

## Client Work

### Athletes

Eric is well known for representing many of the world's top athletes, including Kevin Durant, Shai Gilgeous-Alexander, Aryna Sabalenka, Laremy Tunsil, Jay Williams, Cole Anthony, Mark Jackson, Johnny Furphy, and Milos Raonic. He advises his clients and their various entities on virtually all legal issues, including some of the largest ever sneaker and brand endorsement deals, as well as corporate investment, intellectual property, joint venture, and dispute resolution matters.

### Investments in the Sports, Media and Entertainment Industries

Eric represents private equity, venture firms and individuals in making investments and acquisitions in sports, media, and entertainment companies, including advising LRMR Ventures (the family office of LeBron James and Maverick Carter) and SC Holdings in their acquisition of MADE Hoops, a youth basketball event operator.

### Sports Agencies and Leagues

Eric represents some of the largest and most influential sports agencies, including Klutch Sports Group, LIFT Sports Management, and Team Playmaker, in employment, intellectual property, litigation, and general corporate matters. Eric also counsels sports leagues, such as the Premier Lacrosse League.

### Media and Collectible Companies

Eric represents various sports media and collectible companies, including Boardroom 35, LLC, Just Women’s Sports, Improbable Media (owned by Giannis Antetokounmpo), and ClIct, Inc. (owned by Darren Rovell), advising them on all facets of their businesses, including capital raises, data privacy issues, and marketing and endorsement deals.

## Celebrities and Artists

In the entertainment industry, Eric represents celebrities and artists such as Virgil Abloh’s Estate, David LaChapelle, 21 Savage, PARTYNEXTDOOR, Mark Ronson, Mike Posner, Melanie Martinez, and Lily Kwong.

## Presentations, Publications & Recognitions

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### 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 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

- *The Legal 500 United States* (2024-2025)

## Life Beyond the Law

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

### Bar Admissions

[New York](#)

[New Jersey](#)