

Sports/Entertainment

Sports and entertainment are multi-billion dollar enterprises where business judgment and legal skill are essential support for unique creative endeavors. Andrews Kurth serves individual performers, multinational entertainment companies, public sports authorities and other governmental entities and private developers with practical counsel that protects their interests. Our sports and entertainment lawyers work closely with corporate, intellectual property, labor, public finance, construction, hospitality and real estate colleagues throughout the firm to give clients one-stop multidisciplinary advice tailored to their needs.

Counseling a diversity of clients

Our practice encompasses the industry's full diversity. We represent performing artists, producers, production companies, publishers and similar entities in the motion picture, music, broadcast and cable television industries. Typical of our clients are companies such as:

- Tripped Out Productions, LLC (a small independent film producer)
- Mendelson Entertainment Group, LLC (a live event and television production company based in Los Angeles and Houston)
- My2Centences, LLC (a New York film and technology company credited with several Cannes award winning films).
- TNA Entertainment Group, LLC (Total Nonstop Action Wrestling)

In addition, we advise sports facility management companies, governmental authorities and sports and entertainment promoters and producers on developing, financing, leasing and operating stadiums, arenas and similar facilities.

Preparing effective contracts

We understand that our clients' true passion is for athletic or artistic commercial performance, not tending to business details. It's our job to understand your goals and objectives, and to ensure that your endeavors are properly managed, compensated for and protected. We work to make sure that arts, entertainment and sports contracts are clear and complete documents that anticipate and settle potential problems. We handle a full range of transactional agreements for performers, athletes, agents and production companies, including

- Management agreements
- Domestic and foreign distribution deals
- Sponsorship and marketing arrangements
- Entertainment finance structures
- Booking contracts
- Music, film and television contracts
- Licensing agreements
- Facility use and development agreements

Protecting intellectual assets

We help corporations, media companies, celebrities and others extend and protect their brands through licensing, sponsorship and endorsements of events, products, services and Web sites. For example, we work with Radio Shack on its product licensing—a recent license involved making and selling toys based upon Ford Motor Company's automotive products. Given the global reach of the entertainment business, our lawyers are skilled at creating international joint ventures to distribute varied entertainment content and products. We also have a wealth of experience representing broadcasters and publishers in copyright and trademark matters, as well as in intellectual property counseling and litigation involving music and film rights, literary works and game designs.

Facilitating multimedia applications

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Andrews Kurth lawyers advise a number of companies in new media fields, including Internet and multimedia ventures, online gaming and entertainment software. For example, we represent KoolConnect Technologies, Inc., which in partnership with one of the leading U.S. telecom companies, has become a key worldwide provider of advanced interactive services. This includes high quality digital video on-demand programming to the lodging and hospitality industry.

Helping build and operate stadiums

We have unsurpassed experience at representing the management companies and public authorities that develop and operate sports stadiums. We work with them from the inception of the project, advising on all aspects of financing and construction. Our lawyers are especially skilled at handling the transactional details of stadium operations, covering:

- Facility management
- Operations and maintenance
- Leasing
- Concessions
- Sponsorship and marketing
- Event licensing and production

Our stadium and entertainment facility clients include:

- **Harris County-Houston Sports Authority**, the owner and developer of Minute Maid Park (home ballpark of the Houston Astros) and Toyota Center (the home of the NBA Houston Rockets and hockey's Houston Aeros)
- **Harris County Sports & Convention Corporation**, the owner and developer of Reliant Stadium (home of the NFL's Houston Texans and RodeoHouston) and Reliant Park
- **SMG**, the operator of Reliant Stadium and Reliant Park
- **Star State Investments, LLC**, the owner and developer of a new NASCAR speedway to be known as Houston Superspeedway
- **Dallas County**, in connection with negotiations with the Dallas Cowboys for a new stadium
- **San Antonio Alamodome**
- **Galveston Island Convention Center.**

Understanding the sports and entertainment business

A television show or concert, a sports team's latest game – few endeavors are so public. Behind every artist's or athlete's performance is a sophisticated business infrastructure that operates in complex and specialized ways.

Andrews Kurth lawyers speak the language of the sports and entertainment business. We propose strategies and prepare contracts and agreements that our clients understand and accept with confidence. Our goal is to protect your interests – and we'll give you straight talk on the best ways to do it.