

## Michael A. Rueda

PARTNER | HEAD OF US SPORTS AND ENTERTAINMENT | NEW YORK



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Michael is a partner and head of US sports and entertainment.

Michael's sports and entertainment practice focuses on providing personalized and holistic advice to today's business minded athletes, entertainers and artists, that allows clients to focus on achieving success in their chosen profession and to launch successful secondary careers, often before their first ones come to an end. Michael advises clients on matters such as: brand management arrangements, including licensing, endorsement, sponsorship, and brand ambassador agreements; professional employment or service arrangements, including general employment, coaching and playing contracts; personal business and investment activities, including U.S. direct and fund investments, joint ventures, fund formation, structuring and forming new business entities and ventures, acquisitions and dispositions of businesses and assets; and media and reputation management.

Michael also represents sports teams, team owners and ownership groups, sports and entertainment agencies and management companies, athletic apparel and equipment brands and international fashion brands, wine, and luxury goods brands on a range of corporate and commercial activities.

Michael's corporate practice focuses on representing companies, funds, and investors of varying sizes and across industries. He regularly advises on debt and equity financing transactions; investments; mergers and acquisitions; fund formation; and corporate governance matters.

Michael is also a regular contributor to Forbes.

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### TRACK RECORD

Advised luxury goods online retailer in connection with loan facility.

Serves as outside counsel to venture capital fund in connection with fund formations, portfolio company investments, establishing ancillary businesses.

Advises multiple international wine brands on U.S. corporate and commercial activity.

Advised former athlete and television personality in connection with establishing 501(c)(3) charitable organization.

Represented investment fund in its private equity investment in restaurant operator and franchisor.

Advised Italian soccer player Andrea Pirlo and his agent in connection with his transfer from Juventus FC to Major League Soccer, negotiating on the player's contract and image rights.

Securities counsel to special purpose acquisition company in connection with its initial public offering of \$64 million of units.

Corporate and securities counsel to a graphite electrode manufacturing company in connection with its holding company reorganization and \$700 million 'double-dummy' acquisition.

Corporate and securities counsel to a NYSE listed automotive replacement parts manufacturer and distributor, in its exchange offer for up to \$20,000,000 aggregate principal amount of its outstanding convertible subordinated debentures.

Represented investment manager and investment fund in establishing private investment partnership in the US and in compliance with the Investment Advisers Act and exemptions from registration under the Investment Company Act.

Serves as counsel to outdoor footwear brand and manufacturer.

Advised Jürgen Klopp in his negotiations with Liverpool Football Club and its owners Fenway Sports Group over Mr Klopp's appointment as manager of the club.

Represented a special-purpose acquisition company in the industrial sector in a \$150 million initial public offering and financing related to its acquisition.

Represented private entity and its stockholders in the closing of the sale of a controlling interest to private equity fund.

## ADMISSIONS

- State of Connecticut, 2006

- State of New York, 2007

## PUBLICATIONS

*'Why Senator Loeffler's Comments On WNBA's Black Lives Matter Support Fall Flat'*, Forbes - July 24, 2020, author

*'NCAA Amateurism Under Fire As 9th Circ. Opens Door To Pay'*, Law360 - May 22, 2020, quoted

*'NCAA Suffers Another Blow To Current Amateurism Model'*, Forbes - May 21, 2020, author

*'Leading to, and Leaning into, the New Normal'*, CEO World - April 14, 2020, co-author

*'Will College Soccer Move Into The 21st Century'*, Forbes - March 25, 2020, author

*'Why Kobe Bryant's Second Act Was On A Trajectory To Become As Successful And Impactful As His Basketball Career.'* Forbes - February 15, 2020, author

*'Global Sports Stars, Entertainers, And Citizens Rally In Support of Wildfire Relief And Demand Action On Climate Change.'* Forbes - January 14, 2020, author

*'Why The NCAA Should Act Swiftly And Meaningfully On Allowing College Athletes To Profit On Their Name, Image, and Likeness.'* Forbes - December 17, 2020, author

*'How Gaming Star and Influencer Andrew "Nasher" Telfer is Growing the Sport of Hockey.'* Forbes - October 30, 2019, author

*'Why Coach Alberto Salazar's Suspension Doesn't Mean the end of Nike's Elite Oregon Project.'* Forbes - October 8, 2019, author

*'California becomes first state to allow college athletes to be compensated.'* U.S. News & World Report - September 30, 2019, quoted

*'Athlete-Pay Bills Force NCAA To Rethink Amateurism Stance.'* Law360 - September 24th, 2019, Quoted

'A Failure to Lead,'Forbes - August 10, 2019, author

'Yael Averbuch West Is Paying It Forward,' Forbes - August 1, 2020, author

'U.S. Women Chase World Cup Title While Changing The World Around Them,' Forbes - June 12, 2019, author

'NASCAR Driver Parker Kligerman Comes Full Circle With Esports Team Ownership,' Forbes - May 24, 2019, author

'NCAA Keeps Ball In Its Court With Review of Publicity Rules,' Law360 - May 20, 2020, quoted

'Crashing the Board,'Forbes - April 18, 2019, author

'How NBC Sports Analyst Kyle Martino is Shaking Up the American Soccer Culture,' Forbes - March 22, 2019, author

'How a Brand Built Around Lacrosse Launched an Athlete Entrepreneur,' Forbes - February 27, 2019, author

'Sports Cases To Watch In 2019,' Law360, January 2019, author

'NCAA corruption convictions may put schools in hot seat,' Law360 - November 2, 2018, quoted

'How did we get here? All the background you need on the saga surrounding Kevin Ollie's UConn contract,' Hartford Courant - September 29, 2018, quoted

'What are the obligations on footballers to conduct media activities? A comparison of the rules in UK, USA, Spain and Belgium,' \_\_ LawInSport - September 28, 2018, co-author \_\_

'Athlete activism is changing partnerships with brands,' - September 26, 2018, co-author

'NCAA reforms fail to fix basketball's corruption problem,' Law360 - August 17, 2018, quoted

'What's next for Kevin Ollie and UConn? We asked lawyers to weigh in,' Hartford Courant - August 8, 2018, quoted

'Planning to win: How athletes can protect their future finances,' World Sports Advocate - July 2018, co-author

'With states free to legalize sports betting, do the pro leagues deserve a cut?' The Washington Post - May 17, 2018, quoted

'Olympics bring trademark considerations for athletes,' Law360 - February 5, 2018, author

'SEC halts alleged initial coin offering scam endorsed by Evander Holyfield,' Withers article - January 31, 2018, co-author

'NFPLA announces continuing education requirements,' Withers article - January 30, 2018, co-author

'Cleveland Indians taking Chief Wahoo logo off uniforms but maintaining trademark,' Withers article - January 29, 2018, co-author

'NBA seeking 1 percent of every bet made on games if gambling legalized,' Withers article - January 26, 2018, co-author

*'Minnesota Vikings quickly move to trademark phrases 'Minneapolis Miracle' and 'Minnesota Miracle,'* Withers article - January 24, 2018, author

*'4 ways tax reform may affect the sports world,'* Law360 - January 2, 2017, co-author

*'Sports legislation and regulation to watch in 2018,'* Law360 - January 1, 2017, quoted

*'Newest peer pressure in American soccer: Going pro at 16,'* Sports Business Journal - December 8, 2017

*'Getting in on the ground floor,'* Private Asset Management - March 2017, co-author

*'Lessons learned from a highly successful proxy contest defense,'* Harvard Law School Forum on Corporate Governance and Financial Regulation - December 18, 2015, co-author

*'Day two of player contracts,'* World Sports Law Report - November 5, 2015, quoted

*'Moving in the right direction: 2015 MLS collective bargaining agreement,'* Global Sports Law and Taxation Reports - September 2015, co-author

## TALKS

*'Explore Strategies to Help Build Your Brand,'* Merrill Financial Advisors, New York- December 2019, speaker

St. John's University School of Law, LL.M. in International Sports Law Practice, New York - November 2015, guest lecturer

*'Practical Consideration When Bringing Players to Major League Soccer,'* 2015 World Sports Law Report's Sport Contracts conference, London - November 2015

## EDUCATION

Suffolk Law School, cum laude, J.D.  
University of Connecticut, B.S.

## LANGUAGES

ENGLISH  
SPANISH

## DATES

JOINED: 2015

New York  
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