



→ Brian D. Anderson

Partner

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Brian Anderson is a partner in Sheppard Mullin's San Francisco and London offices.

He is Co-Leader of the Firm's Sports Industry Team and Advertising Industry Team.

Areas of Practice

Brian represents clients in the fields of sports, technology, and commerce - often dealing with matters that involve all three areas.

With more than 20 years of experience, he has developed a strong expertise in structuring, negotiating, and drafting contracts for complex and innovative deals across different industries and markets.

Additionally, Brian co-leads the firm's Sports Industry Team. He represents teams, leagues, investors, brands, sponsors, and sports and human performance companies, and has worked on several high-profile and groundbreaking projects in sports. These include projects such as creating and launching new professional teams and leagues, moving franchises to different markets, negotiating agreements for stadiums and venues, obtaining media rights, and establishing partnerships for commercial, sponsorship, and naming rights.

Brian has represented companies such as adidas, Chelsea Football Club, Mastercard, Duolingo, Arsenal Football Club, Bay FC (NWSL 2024), Block (Cash App), Under Armour, Burberry, Taylor Made Golf, FIFA, GitHub, and Red Bull Media House.

Honors

Top 40 Under 40, *Daily Journal*, 2016

Technology Transactions, *Legal 500 US*, 2014-2023

Cyber Law, *Legal 500 US*, 2020-2021

Experience

Present and past representative matters:

- **The Town FC** – Advised The Town FC on a unique transaction between a Major League Soccer (MLS) club and a commercial agent. This involved rebranding and managing commercial operations for the MLS team's reserve team, which competes in MLS Next Pro, the second division of MLS.

- **Major League Rugby (MLR) Los Angeles**– Acted for the investment group in the relocation of the Major League Rugby (MLR) franchise in Atlanta to Los Angeles
- **Arsenal Football Club**– U.S. marketing and promotional activations
- **Mastercard**– Sponsorship deal with Riot Games to sponsor the League of Legends European Championship (esports)
- **Kantoor Brand/Wrangler**– Represented the Wrangler brand in renewing its 76-year long sponsorship deal with the Professional Rodeo Cowboys Association (PRCA), which is the longest sponsorship relationship in North American sports
- **Block (Cash App)**– Sponsorship deal with Red Bull Formula One Racing Team and driver Max Verstappen
- **Under Armour**– Advised the company on its first NFT launch into metaverses with digital Genesis Curry Flow sneakers, in honor of Stephan Curry breaking the NBA 3-point record
- **Mastercard**– Commercial partnership with soccer superstar Lionel Messi
- **Block (Cash App)**– Sponsorship deal with NASCAR driver Bubba Wallace and the No. 43 Chevrolet Car
- **Mastercard**– Commercial partnership deal with soccer superstar Neymar
- **Block (Cash App)**– Sponsorship deal for Floyd Mayweather vs Logan Paul pro boxing fight
- **Mastercard**– Sponsorship deal with UEFA Champions League
- **Chelsea Football Club**– Advised the team’s digital ventures business on the launch of its “Perfect Play” mobile app business
- **Mastercard**– Sponsorship deal with National Women’s Professional Soccer (NWSL) Players Association
- **adidas** – Sale of TaylorMade Golf to KPS Capital Partners for \$425 million
- **GitHub**– Acquisition of Ordered List Inc.
- **Adidas** – Represented adidas soccer division on the “GMR Boot” (sensors for soccer/football boots) joint venture with Electronic Arts (EA SPORTS FIFA Mobile) and Google (Jacquard by Google)
- **Taylor Made Golf** – Dozens of pro golfer sponsorship, endorsement, and commercial partnership transactions
- **FIFA**– Traditional, digital, and virtual in-game advertising strategy in the United States
- **Duolingo** – podcast production deals

Articles

- Editor, *Sheppard Mullin’s Sports Page* – a weekly summary of the key trends and stories in sports business
- *11th Circuit Reverses Summary Judgment Grant in TCPA Suit Against Medical Debt Collector*, Cyberspace Law e-Bulletin, (January 2015)
- *Online student privacy bill prompts debate*, Daily Journal (March 2014)
- *Dealing in Data: Business and Legal Considerations Respecting Data Transactions*, Business Law News, the official publication of the Business Law Section of the California State Bar, Issue 4 (2012)
- *The Law of Online Contracts*, Media Law Resource Center Bulletin “The Ins and Outs of Online Business” (March 2011)

- *FTC Behavioral Advertising Privacy Principles Extend Far Beyond Current Requirements*, Media Law Resource Center Bulletin "Digital Media & Comments on Frontiers in Internet Law" (May 2008)
- adbriefs, Fall 2005 - present

Covering Your Ads Blog Posts

- "Thinking of Jumping on the NFT Bandwagon – Are you Prepared?," April 19, 2022
- "New York Passes Wide-Ranging Automatic Renewal (Subscription Model) Law," December 2, 2020
- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020
- "FTC Workshop Provides Insight on Best Practices to Mitigate Informational Injuries," December 28, 2017
- "Behavioral Advertising Company That Dropped "Zombie" Cookies Can't Use Verizon's Arbitration Clause To Avoid Class Action Lawsuit," October 30, 2017
- "Deadline Approaching: Action Required by December 31 To Avoid Losing DMCA Safe Harbor Protection," October 25, 2017

Eye on Privacy Blog Posts

- "Like a Butterfly, Will the CCPA Continue to Evolve?" May 28, 2019
- "Will CCPA's Definition of Consumer Be Narrowed?" April 11, 2019
- "Year In Review: Eye on Privacy 2018," January 28, 2019
- "2019 is the Year of . . . CCPA?" January 8, 2019
- "The California Privacy Law Is Coming: What Should Your Company Do Now?" September 5, 2018

Retail Law Blog Posts

- "New York Passes Wide-Ranging Automatic Renewal (Subscription Model) Law," December 10, 2020

Media Mentions

HSU United Interview with Brian Anderson, Partner at Sheppard Mullin
HSU United, 08.28.2023

Sheppard Mullin's Sports Team Leaders On Love Of The Game
Law360, 04.14.2023

David Sunkin and Brian Anderson Named Leaders of Sheppard Mullin's Sports Industry Team
Sports Law Expert, 04.13.2023

Sheppard Mullin's Sports Industry Team Has New Co-Captains
Law360, 04.12.2023

ZEAVION Holding's \$127.5 million acquisition of Gymboree Play & Music
Don't Miss It: Hot Deals & Firms We're Following This Week
Law360, 07.01.2016

Rise of Robots Brings Questions of Liability
Daily Journal, 01.23.2014

Speaking Engagements

Information Insecurity, Technology and Law Forum (2018)

The Mobile Natives: Reaching Young Consumers, Mobile Media Summit San Francisco: Apps and Ads (2015)

An Invisible Enemy: Cyber Risks and Security, USC Corporate Governance Summit (2014)

Privacy vs. Relevancy: How to Get Both, Mobile Media Summit San Francisco: Apps and Ads (2014)

Privacy and Data Security Considerations for Consumer Internet Companies in Both Site Operation and Commercial Deals, SVForum (2012)

Legal Issues with Advertising/Marketing Using Social Media, ACCA-SoCal In-House Counsel Conference (2012)

Legal and Business Considerations of Mobile Social Media and Mobile Marketing, Social Media Legal Risks and Strategies Summit (2011)

Legal Issues with Advertising/Marketing Using Social Media, ACCA-SoCal In-House Counsel Conference (2011)

The Business and Legal Considerations of Cloud Computing, Law.com Panel (2010)

Events

3rd Annual Ad Law Symposium
Webinar, 05.16.2023

Ad Law Symposium
Webinar, 05.04.2022

AdTech Trends: NFTs, First Party Data and the Crumbling Cookie
Webinar, 06.16.2021

Hot Topics in Retail Advertising – Pricing and Environmental Claims
Webinar, 04.28.2021

Inaugural Ad Law Symposium
Webinar, 01.27.2021

Trending Legal Issues in the Retail Industry
Webinar, 06.16.2020

Navigating Complex Legal Issues Resulting From COVID-19: What Retailers Need to Know
Webinar, 03.18.2020

Technology and Law Forum
Information Insecurity Panel
11.13.2018

Emerging Trends in Robotics: A Panel Discussion
06.22.2015

Digital Future of Finance: Reinventing the System
Presented by Runway and Sheppard Mullin
06.09.2015

Digital Law Forum - Storm Clouds: Preventing and Managing Security Breaches
Kellogg Auditorium at Silicon Valley Bank, 01.30.2013

The Intersection of Sports and Technology
Sheppard Mullin Palo Alto Office, 10.04.2012

Memberships

Member, International Association of Privacy Professionals

Podcasts & Webinars

Third Annual Ad Law Symposium
05.16.2023

Ad Law Symposium
05.04.2022

VIDEO: Law & Sponsorships in Esports with Guild Esports' Michelle Tierney | ESI Focus
07.12.2021

AdTech Trends: NFTs, First Party Data & the Crumbling Cookie Webinar
06.16.2021

Hot Topics in Advertising – Pricing and Environmental Claims
04.28.2021

Inaugural Ad Law Symposium
01.27.2021

Trending Legal Issues in the Retail Industry
06.16.2020

Practices

Intellectual Property
False Advertising, Lanham Act and Unfair Competition

IP Licensing, Technology and Commercial Transactions

Trade Secrets

Trademark Applications and Prosecution

Copyrights

Entertainment, Technology and Advertising

Technology Transactions

Privacy and Cybersecurity

Telephone Consumer Protection Act (TCPA)

Advertising

California Consumer Privacy Act (CCPA)

Industries

Advertising

Blockchain and Fintech

Entertainment, Technology and Advertising

Esports & Games

Private Equity

Sports

Education

J.D. University of California, Davis, *Law Review*

B.A. University of California, Davis, *with honors*

Clerkships

Law clerk in the Summer Honors Program at the U.S. Securities and Exchange Commission

Admissions

California

Additional Office

Silicon Valley