

Esports, Sports Technology & Wagering

The merger of social media, streaming platforms, wagering and competitive video gaming has provided a robust marketplace for investors, companies and traditional sports teams. However, as with any innovative disruptive force, legal and regulatory uncertainty and challenges continually arise. The Esports, Sports Technology & Wagering team at Stinson is uniquely positioned to provide clients with informed and reliable guidance in these specialized industries.

ESPORTS, SPORTS TECHNOLOGY & WAGERING

Our Stinson team is uniquely qualified to address the complex and dynamic needs of our Esports, Sports Technology & Wagering clients. We offer the experience necessary to provide full-service legal counsel to stakeholders throughout the esports ecosystem, including mobile gamers, leagues, franchise owners, broadcasters, advertisers, publishers, agencies and promoters, distributors, sponsors, investors, banks and other leading corporations and individuals.

In addition to our esports proficiencies, we are well equipped to assist sports technology businesses. Our team has provided guidance to companies throughout the sports technology spectrum, including those utilizing augmented reality, biometric data and blockchain.

The Stinson Esports, Sports Technology & Wagering team is passionate about our clients' businesses and we are able to provide critical insight and guidance – both traditional and emerging.

BETTING, GAMING INTEGRITY & FANTASY SPORTS

As more states enact laws surrounding legalized sports betting and daily fantasy sports (DFS), the Stinson team offers guidance on compliance in all facets of gaming laws, including the Travel Act, the Federal Wire Act, the Unlawful Internet Gambling Enforcement Act and the Indian Gaming Regulatory Act.

Moreover, since the passage of the Unlawful Internet Gambling Enforcement Act of 2006 (UIGEA), the rise of DFS has been quick but tumultuous. States across the country have interpreted certain DFS platforms against the backdrop of UIGEA and other state and federal gambling laws. Thus, it is critical to have legal advisors who are up-to-date on attorney general opinions and legislation throughout the U.S. that regulate or prohibit DFS to minimize risk exposure.

Esports, Sports Technology & Wagering

CAPABILITIES

The Stinson Esports, Sports Technology & Wagering team can assist with the following legal needs:

Funding / Securities

- Family and friend's investors / seed capital
- Angel investors
- IPOs
- Commercial lending and traditional financing
- Venture capital, including introductions to venture capital investors, financial institutions, accelerator programs and alternative financing sources

Labor / Employment / Immigration

- Employment agreements
- Appearance contracts
- Immigration visas

Intellectual Property

- Online streaming rights and brand management
- Advertising, promotions and sponsorships
- Patent and trademark protections
- Licensing agreements

Strategic Ventures

- Joint ventures and strategic partnerships
- Mergers and acquisitions

Regulatory

- Data security, privacy and information governance
- League participation agreements
- Wagering and betting compliance opinions
- Investigations and enforcement

Esports, Sports Technology & Wagering

- Business and tax structuring

CONTACT: Aalok K. Sharma | 612.335.1428 | aalok.sharma@stinson.com

TEAM

Judith Araujo

Elizabeth S. Chatham

David S. Kim

David J. Kim

Aalok K. Sharma

Matthew C. Tews

J. Nicci Warr

RELATED CAPABILITIES

Private Business

Sports & Recreation

AT THE CORNERS NEWSLETTER

The sports marketplace has permanently changed, and Stinson is prepared to help you navigate these new challenges. Our publication, *At the Corners*, discusses relevant topics for you to stay in the game when it comes to esports, sports technology and wagering.

IN THIS ISSUE

- The sports world will continue to see litigation addressing trademark use and protection in the context of sports trademarks on commercial consumer goods.
- Without a legislative fix, daily fantasy sports games and companies will continue to face regulatory scrutiny, and state and federal courts will be asked to construe the meaning of the Unlawful Internet Gambling Enforcement Act of 2005 and its application to various state gaming law across the country.
- Until recreational marijuana is legalized on the federal level and the World Anti-Doping Agency removes cannabis from its list of prohibited substances, cannabis brands should wait to officially partner with an Olympian for their sports marketing campaigns.

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[In Florida and Elsewhere, Officials Target Latest Fantasy Sports Games](#)

By: [Marc Weintraub](#) and [Greg Payton](#)

[On Your Mark: Strides in Trademark Infringement on Sports Merchandising](#)

By [Ruth Rivard](#) and [Austin Tapuro](#)

[Marketing Partnerships with Olympic Athletes: Is it Worth the Effort for Cannabis Brands?](#)

By [Amy Anderson](#) and [Zane Gilmer](#)

If you would like to receive more information on these and other Esports, Sports Technology & Wagering topics, please subscribe to our quarterly [At the Corners](#) newsletter.

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[Generative AI](#)

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Sharma Selected to Leadership Minnesota Class of 2024

09.20.2023

Stinson's Sports and Entertainment Attorney Aalok Sharma Highlighted in *Minnesota Lawyer* Article

05.22.2023

Legal Hurdles in Esports Wagering Detailed by Sharma in the *Hennepin Lawyer*

04.13.2023

Stinson Associate Selected for U.S. Bank Law Division Spotlight on Talent Program

04.06.2023

Molins, Sanders Discuss Tax Implications of NIL Collectives as Nonprofits in *Forbes* Article

01.31.2023

Stinson Partners Micah Revell and Aalok Sharma Recognized as Up & Coming Attorneys by *Minnesota Lawyer*

08.02.2022

Cosentino, Flores Author E-sports Article for *Sports Litigation Alert*

05.10.2022

Leadership Council on Legal Diversity Selects Stinson Attorneys for 2022 Fellows and Pathfinder Program

02.17.2022

Aalok Sharma Featured in the *Minneapolis Business Journal* as New Chair of the ABA Sports Division

11.20.2020

Aalok Sharma Selected as Chair of the ABA Sports Division

11.16.2020

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07.09.2020

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