

## Aalok Sharma's Sports Practice Featured in *Hennepin Lawyer*

In the News

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Sports attorney [Aalok Sharma](#) was featured in the [July issue of \*Hennepin Lawyer\*](#), where he discussed his career as a Division I athlete and his wide ranging practice, spanning esports, legal sports wagering and sports technology.

"Sports law is intriguing to many, and the reality is that front offices are businesses with obligations to create new revenue streams and to increase enterprise value," Aalok said. "My training as an attorney and former CPA enables me to support my clients' bottom line. I'm able to provide substantive legal and financial guidance at the same time. My clients value this insight when making their business decisions."

When asked about the future of his practice, Aalok shared that the sports industry is always changing, and business need to be flexible and ready to adapt quickly. As someone who has seen the industry grow, Aalok plans on using his skill and passion to help them become successful.

Aalok primarily centers his practice on matters relating to the future of sports, including esports, data analytics, sports technology, fan engagement, and sports wagering and integrity. He also serves on the board of the Minnesota Twins Community Fund, is Vice Chair of Sports Section of the ABA Forum on Entertainment and Sports, and is a captain for the Sports Lawyers Association. Aalok was named a 'Leading Entertainment and Sports Lawyer of the Next Generation' by the ABA in 2019. Additionally, Aalok is participating in the Leadership Council on Legal Diversity 2020 Pathfinders program.

### CONTACT

Aalok K. Sharma

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