

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

In the News

05.10.2022

Partner [Steve Cosentino](#) and attorney Abigail Flores authored an article titled "Avoiding Liability in Sports-Related Sweepstakes and Contests" for *Sports Litigation Alert*.

Sweepstakes and online contests are increasing in popularity throughout the United States, but many companies fail to consider the potential liability and regulatory risks of conducting them. However, even with the potential risks involved, these types of promotions are instrumental marketing tools for companies, especially those in the e-sports arena, and sports-related organizations and teams are more and more using these types of promotions to gain customers.

"Even with fifty states and the Federal government enforcing sweepstakes law violations, not to mention consumer litigation, the sheer volume of sweepstakes and contests being promoted online means a lot of non-compliance under the radar," Cosentino and Flores said. "Many companies will adopt rules from a current promotion without considering the potential liability and regulatory risks."

Cosentino and Flores detail how e-sports and online gaming companies can use promotional marketing while complying with state and federal regulations, thus avoiding liability and mitigating risk, and staying current with new developments in the continuously evolving e-sport and sports-related industries.

Cosentino's practice is strategically positioned at the intersection of technology, finance and law, with a focus on technology related transactions and compliance, and an emphasis on software licensing and services, banking technology, data center services, outsourcing, data privacy, e-commerce, advertising, cloud computing and cybersecurity. He navigates complex mergers and acquisitions, guides corporate transactions, and facilitates complex technology and intellectual property collaborations. Cosentino also chairs the firm's Intellectual Property and Technology Division and co-chairs the firm's Data Security, Privacy and Information Governance team. Steve also has years of experience in the area of sweepstakes

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and contest compliance.

Flores focuses her practice on intellectual property and technology. She uses her deep knowledge to counsel clients on how to expand and protect critical IP assets and counsels clients on matters involving trademark opposition proceedings, intellectual property and technology agreement negotiations, trademark and copyright prosecution.

[Read](#) the full article.

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