



# Eric Fishman

PARTNER

Eric is a one-stop lawyer for some of the most well-known current and former athletes, celebrities, and artists as well as brands, advertising agencies, and media, beverage, retail, and startup companies with a unique ability to advise on both transactional and litigation matters.



## Industries

[Media & Entertainment](#)  
[Sports](#)

## Practices

[Complex Litigation](#)  
[Corporate & Securities](#)  
[Private Clients, Trusts & Estates](#)  
[Real Estate](#)  
[Trademark](#)

## Education

The George Washington University Law School, JD, 2005  
Bucknell University, BA, cum laude, 2002

## Offices

[New York](#)

## Phone

[212.457.5517](#)

## Email

[eric.fishman@afslaw.com](mailto:eric.fishman@afslaw.com)

Eric's broad and diverse experience enables him to serve as a trusted advisor across the full spectrum of his clients' legal needs. He is well known for being the go-to lawyer to many top current and former athletes and companies in the sports, entertainment, and retail industries. His recent work includes advising globally renowned personalities and their companies on cutting-edge endorsements, innovative licensing, sponsorship, and branding deals, as well as intellectual property, financing, and corporate structuring matters.

Uniquely, Eric also has extensive experience representing his clients when litigation arises, counseling them throughout all phases of their business lifecycle to avoid lengthy, and invariably messy, disputes.

## Sports and Entertainment Transactions

**Kevin Durant** in all his professional and personal ventures. Some examples include:

- Representation in his deal with Activision to be featured as an Operator skin in the Call of Duty video game series.
- Representation in connection with his ownership interests in various professional teams, including the Philadelphia Union Soccer Club, NJ/NY Gotham FC, and the Brooklyn Aces professional pickleball team.

**Boardroom**, a media network that covers the business of sports, entertainment, and culture.

- Representation in connection with a multi-year exclusive content-focused partnership with FanDuel that spans web, editorial, video, audio, and social media.
- Representation in a first-of-its-kind partnership with CNBC to produce Game Plan, a high-powered event hosting the most influential leaders from across the sports landscape, including top-tier athletes, league owners, multi-media moguls, cultural innovators, and investors.

**Eastside Golf**, an innovative lifestyle golf brand.

- Representation in connection with various marketing and business agreements, including collaborations with Corona Premier, Mercedes-Benz, and other major organizations.

**Just Women's Sports**, a digital-first consumer media brand dedicated to women's sports.

- Representation in connection with all their business, transactional, and marketing ventures.

#### **Various Other Athletes, Entertainers, and Artists**

- Representation of a top professional athlete in a dispute with a major apparel and shoe company.
- Representation of numerous athletes with respect to their endorsement deals with major apparel and shoe companies.
- Representation of athletes and entertainers with respect to their tax and estate planning needs.
- Representation of some of the most iconic celebrities in various other transactions.
- Representation of a renowned artist in connection with the development of a fragrance brand.
- Representation of collegiate athletes in connection with NIL deals and issues.
- Representation of media figures and management companies in the production of documentaries and other films, investment raises, tax strategies, and business and personal agreements.

## **Presentations, Publications & Recognitions**

---

### **Presentations**

- Panelist, "Optimizing AI and Athlete Biometric Data," *Brooklyn Law School's Annual Sports Law Symposium*, (October 27, 2023)
- "Emerging Legal Issues With New Forms Of Athlete Compensation," Moderator, NYU Center for Labor and Employment Law (November 29, 2022)

### **Publications**

- "Generative AI is Exciting for Sports Industry, but its Evolution is Uncertain," *Sports Business Journal*, (November 2, 2023)
- "How AI is Changing the Sports Industry," *ArentFox Schiff*, (August 2, 2023)
- "New Missouri NIL Law Changes Landscape, Expands College Coaches' Role in Negotiations," *ArentFox Schiff*, (May 15, 2023)
- "Navigating the New Playing Field: What Athletes Need to Know when Monetizing NIL," *Sports Business Journal*, (July 1, 2022)

### **Recognitions**

- *Super Lawyers*, New York Metro List in business litigation (2013-2022)

## **Life Beyond the Law**

---

As a former Division I college baseball player, Eric now enjoys coaching his children's sports teams.

### **Bar Admissions**

[New York](#)

[New Jersey](#)