

Hogan Lovells is a global law firm with nearly 3,000 lawyers that offers a rare combination of legal capabilities and depth of resources. Namely, our award winning multi-disciplinary sports practice, nation-leading higher education practice, and top-ranked antitrust and investigations practices are all core subject matter offerings of Hogan Lovells and are truly best in class. We are litigators, regulatory attorneys, deal lawyers, and a team of legal strategists with in-depth knowledge of the education regulatory landscape. We bring strategic perspective and solve problems.

We understand the legal and reputational scrutiny universities face and the importance of diverse constituencies. Those pressures show no sign of slowing in 2024; it is more important than ever for institutional leaders to be intentional and strategic. We leverage our interdisciplinary legal team to negotiate agreements, avoid adverse action, mitigate liability, and communicate effectively to internal and external stakeholders. Our goal is to protect your brand and reputation and avoid litigation when litigation does not make sense. When it does, we are a highly rated litigation firm, respected by clients and adversaries alike.

Our leading Higher Education practice advises the nation's top universities and colleges, including 36 out of the 70 Power Five schools. With our Sports group, we bring in-depth knowledge of how universities work and relate to their athletics department, including attorneys with on-campus athletic compliance and NCAA national office experience. The firm's antitrust practice has a long history advising Power Five conferences and the College Football Playoff in matters relating to championships and television rights. Finally, our investigations practice has represented multiple Power Five institutions in "bet-the-program" NCAA infractions matters.

Representative Matters:

- Represented **multiple Division I institutions** on a range of commercial and compliance issues, including the first naming rights agreement for a legacy stadium for a Power Five institution, all aspects of development of new stadium construction, as well as Title IX and NIL/*Alston* compliance.
- Represented **Boise State University** on the formation of its in-house group licensing program, winner of the "Best Institutional Program" award at the inaugural NIL Summit in 2022.
- In 2023, represented the **University of Kansas** and its storied basketball program in an investigation and hearing in the NCAA's Independent Accountability Resolution Process. The panel rejected the NCAA's five Level I allegations tying the University to the bribery actions of its apparel sponsor's representatives and found the University did not lack institutional control over its program, ruling for the University on every disputed issue.
- In 2022, represented the **University of Louisville** in an investigation and hearing to prevent crippling sanctions against its flagship basketball program, before the NCAA's Independent Accountability Resolution Process. The independent panel ruled for the University on every disputed issue, rejecting the IRP theory that the University was responsible for a criminal fraud by the apparel manufacturer employees to bribe families of students to attend Louisville.
- Advise multiple **Division I conferences** and the **College Football Playoff** in matters relating to antitrust law, championships, and television rights.
- Represented multiple institutions, including the **University of Southern California**, in connection with Varsity Blues.

For more information, contact:



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Band 1 – Higher Education
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Tier 1 – Education
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Named 2023
Sports and Betting Practice Group of the Year by
Law360 in
2023, 2022,
2021 and 2019



Recognized by the *Sports Business Journal* for its annual **Power Players** edition

