



→ Brian D. Anderson

Partner

Four Embarcadero Center
Seventeenth Floor
San Francisco, CA 94111

T: +1.415.774.3287

F: +1.415.434.3947

banderson@sheppardmullin.com

Brian Anderson is a Partner in the firm's San Francisco office and Co-Leader of its Sports Industry Team.

Areas of Practice

Brian is a seasoned corporate attorney handling complex business transactions and solving problems for clients in the U.S., U.K., and Europe, with a focus on commercial contracts, intellectual property, technology, advertising, and data-related matters.

As Co-Leader of Sheppard Mullin's Sports Industry Team, he advises clients in the sports industry across major leagues such as Major League Baseball (MLB), Major League Soccer (MLS), the National Women's Soccer League (NWSL), the Premier League, the English Football League (EFL), Mexico's Liga MX, the National Hockey League (NHL), Major League Rugby, and the National Collegiate Athletic Association (NCAA).

Brian provides counsel to investors, owners, teams, leagues, governing bodies, athletes, and global brands on a wide range of matters, including:

- Control transactions and minority investments in teams in the U.S., U.K., and Europe
- Expansion team projects in the U.S.
- Capital raising, including seed round investments and private equity
- Sponsorship deals
- Venue naming rights
- Media rights
- Merchandising
- Sports betting
- Sports tech and data, including ticketing, merchandising, athlete performance, fan engagement, and venue monetization
- Stadium, training center, and other facilities deals
- Name-Image-Likeness (NIL) and influencer deals
- Dispute resolution

Honors

Top 40 Under 40, *Daily Journal*, 2016

Technology Transactions, *Legal 500 US*, 2014-2023, 2025

Cyber Law, *Legal 500 US*, 2020-2021

Experience

Present and past representative matters:

- Represented **Nuveen**, a global investment services firm, in negotiating a multi-year sponsorship and commercial partnership with the **Atlassian Williams Formula 1 Racing Team**.
- Represented **Busey Bank** (Nasdaq: BUSE) in its multi-year partnership agreement with **The Big 12** collegiate athletic conference, designating Busey Bank as the official bank of The Big 12, the first official banking partnership in conference history.
- Represented a leading private equity firm in its significant investment in **Querétaro Fútbol Club** (Gallos Blancos de Querétaro), a professional club competing in Liga MX, the top division of Mexican football.
- Acted for **Swansea City AFC** on landmark investment by global music icon Snoop Dogg as investor and co-owner.
- Advised **Swansea City AFC** on investment by former Ballon d'Or winner Luka Modrić as investor and co-owner.
- Represented global consumer brand in record-breaking front-of-kit sponsorship agreement with a **National Women's Soccer League (NWSL)** team.
- Represented the majority owners of **Swansea City Football Club** in connection with their acquisition of a controlling interest in the Club and their infusion of new capital.
- **Bay FC** – Represented the original investor group and the majority owner, Sixth Street Partners, in the National Women's Soccer League (NWSL) expansion team bid, securing key sponsorship deals, a stadium license, training facility lease and construction, and handling various operational matters.
- **The Town FC** – Advised The Town FC on a unique transaction between a Major League Soccer (MLS) club and a commercial agent. This involved rebranding and managing commercial operations for the MLS team's reserve team, which competes in MLS Next Pro, the second division of MLS.
- **Major League Rugby (MLR) Los Angeles**– Acted for the investment group in the relocation of the Major League Rugby (MLR) franchise in Atlanta to Los Angeles
- **Arsenal Football Club**– U.S. marketing and promotional activations
- **Mastercard**– Sponsorship deal with Riot Games to sponsor the League of Legends European Championship (esports)
- **Kantoor Brand/Wrangler**– Represented the Wrangler brand in renewing its 76-year long sponsorship deal with the Professional Rodeo Cowboys Association (PRCA), which is the longest sponsorship relationship in North American sports
- **Block (Cash App)**– Sponsorship deal with Red Bull Formula One Racing Team and driver Max Verstappen

- **Under Armour**– Advised the company on its first NFT launch into metaverses with digital Genesis Curry Flow sneakers, in honor of Stephan Curry breaking the NBA 3-point record
- **Mastercard**– Commercial partnership with soccer superstar Lionel Messi
- **Block (Cash App)**– Sponsorship deal with NASCAR driver Bubba Wallace and the No. 43 Chevrolet Car
- **Mastercard**– Commercial partnership deal with soccer superstar Neymar
- **Block (Cash App)**– Sponsorship deal for Floyd Mayweather vs Logan Paul pro boxing fight
- **Mastercard**– Sponsorship deal with UEFA Champions League
- **Chelsea Football Club**– Advised the team’s digital ventures business on the launch of its “Perfect Play” mobile app business
- **Mastercard**– Sponsorship deal with National Women’s Professional Soccer (NWSL) Players Association
- **adidas** – Sale of TaylorMade Golf to KPS Capital Partners for \$425 million
- **GitHub**– Acquisition of Ordered List Inc.
- **Adidas** – Represented adidas soccer division on the “GMR Boot” (sensors for soccer/football boots) joint venture with Electronic Arts (EA SPORTS FIFA Mobile) and Google (Jacquard by Google)
- **Taylor Made Golf** – Dozens of pro golfer sponsorship, endorsement, and commercial partnership transactions
- **FIFA**– Traditional, digital, and virtual in-game advertising strategy in the United States
- **Duolingo** – podcast production deals

Articles

- Private Equity is set to Revolutionize College Athletics
Sports Business Journal, 02.24.2025
- NCAA's \$2.75B Settlement Paves Way for Athlete Compensation Revolution
Daily Journal, 06.24.2024
- Editor, *Sheppard Mullin's Sports Page* – a weekly summary of the key trends and stories in sports business
- *11th Circuit Reverses Summary Judgment Grant in TCPA Suit Against Medical Debt Collector*, *Cyberspace Law e-Bulletin*, (January 2015)
- *Online student privacy bill prompts debate*, *Daily Journal* (March 2014)
- *Dealing in Data: Business and Legal Considerations Respecting Data Transactions*, *Business Law News*, the official publication of the Business Law Section of the California State Bar, Issue 4 (2012)
- *The Law of Online Contracts*, *Media Law Resource Center Bulletin "The Ins and Outs of Online Business"* (March 2011)
- *FTC Behavioral Advertising Privacy Principles Extend Far Beyond Current Requirements*, *Media Law Resource Center Bulletin "Digital Media & Comments on Frontiers in Internet Law"* (May 2008)
- *adbriefts*, Fall 2005 - present

Covering Your Ads Blog Posts

- "Thinking of Jumping on the NFT Bandwagon – Are you Prepared?," April 19, 2022

- "New York Passes Wide-Ranging Automatic Renewal (Subscription Model) Law," December 2, 2020
- "How the COVID-19 Lockdown will Disrupt the Upfront TV Ad Market," April 15, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020
- "FTC Workshop Provides Insight on Best Practices to Mitigate Informational Injuries," December 28, 2017
- "Behavioral Advertising Company That Dropped "Zombie" Cookies Can't Use Verizon's Arbitration Clause To Avoid Class Action Lawsuit," October 30, 2017
- "Deadline Approaching: Action Required by December 31 To Avoid Losing DMCA Safe Harbor Protection," October 25, 2017

Eye on Privacy Blog Posts

- "Like a Butterfly, Will the CCPA Continue to Evolve?" May 28, 2019
- "Will CCPA's Definition of Consumer Be Narrowed?" April 11, 2019
- "Year In Review: Eye on Privacy 2018," January 28, 2019
- "2019 is the Year of . . . CCPA?" January 8, 2019
- "The California Privacy Law Is Coming: What Should Your Company Do Now?" September 5, 2018

Retail Law Blog Posts

- "New York Passes Wide-Ranging Automatic Renewal (Subscription Model) Law," December 10, 2020

Media Mentions

University of Utah Taking Investment From Private Equity
Front Office Sports, 12.09.2025

Private Equity Enters College Sports—Without the Equity
Front Office Sports, 08.22.2025

Private Equity Has Arrived in College Sports
Front Office Sports, 06.10.2025

Americans Throw Millions in European Football
NRC, 06.09.2025

Physicians under Pressure in Name, Image and Likeness Era
Healio, 06.09.2025

TV Sports Surge: Lawyers, Execs & Managers Get Ready to Rumble
The Ankler, 01.07.2025

HSU United Interview with Brian Anderson, Partner at Sheppard Mullin
HSU United, 08.28.2023

Sheppard Mullin's Sports Team Leaders On Love Of The Game
Law360, 04.14.2023

David Sunkin and Brian Anderson Named Leaders of Sheppard Mullin's Sports Industry Team
Sports Law Expert, 04.13.2023

Sheppard Mullin's Sports Industry Team Has New Co-Captains
Law360, 04.12.2023

ZEAVION Holding's \$127.5 million acquisition of Gymboree Play & Music
Don't Miss It: Hot Deals & Firms We're Following This Week
Law360, 07.01.2016

Rise of Robots Brings Questions of Liability
Daily Journal, 01.23.2014

Speaking Engagements

Information Insecurity, Technology and Law Forum (2018)

The Mobile Natives: Reaching Young Consumers, Mobile Media Summit San Francisco: Apps and Ads (2015)

An Invisible Enemy: Cyber Risks and Security, USC Corporate Governance Summit (2014)

Privacy vs. Relevancy: How to Get Both, Mobile Media Summit San Francisco: Apps and Ads (2014)

Privacy and Data Security Considerations for Consumer Internet Companies in Both Site Operation and Commercial Deals, SVForum (2012)

Legal Issues with Advertising/Marketing Using Social Media, ACCA-SoCal In-House Counsel Conference (2012)

Legal and Business Considerations of Mobile Social Media and Mobile Marketing, Social Media Legal Risks and Strategies Summit (2011)

Legal Issues with Advertising/Marketing Using Social Media, ACCA-SoCal In-House Counsel Conference (2011)

The Business and Legal Considerations of Cloud Computing, Law.com Panel (2010)

Events

10th Annual Berkeley Law Sports and Entertainment Conference
The Future of College Athletics: Beyond NIL and Towards Employment Status
Webinar, 04.11.2025

Online Sports Betting: Legal and Business Developments and Trends
Webinar, 08.19.2024

3rd Annual Ad Law Symposium
Webinar, 05.16.2023

Ad Law Symposium
Webinar, 05.04.2022

AdTech Trends: NFTs, First Party Data and the Crumbling Cookie
Webinar, 06.16.2021

Hot Topics in Retail Advertising – Pricing and Environmental Claims
Webinar, 04.28.2021

Inaugural Ad Law Symposium
Webinar, 01.27.2021

Trending Legal Issues in the Retail Industry
Webinar, 06.16.2020

Navigating Complex Legal Issues Resulting From COVID-19: What Retailers Need to Know
Webinar, 03.18.2020

Technology and Law Forum
Information Insecurity Panel
11.13.2018

Emerging Trends in Robotics: A Panel Discussion
06.22.2015

Digital Future of Finance: Reinventing the System
Presented by Runway and Sheppard Mullin
06.09.2015

Digital Law Forum - Storm Clouds: Preventing and Managing Security Breaches
Kellogg Auditorium at Silicon Valley Bank, 01.30.2013

The Intersection of Sports and Technology
Sheppard Mullin Palo Alto Office, 10.04.2012

Memberships

Member, International Association of Privacy Professionals

Podcasts & Webinars

Third Annual Ad Law Symposium
05.16.2023

Ad Law Symposium
05.04.2022

VIDEO: Law & Sponsorships in Esports with Guild Esports' Michelle Tierney | ESI Focus
07.12.2021

AdTech Trends: NFTs, First Party Data & the Crumbling Cookie Webinar
06.16.2021

Hot Topics in Advertising – Pricing and Environmental Claims
04.28.2021

Inaugural Ad Law Symposium
01.27.2021

Trending Legal Issues in the Retail Industry
06.16.2020

Practices

Intellectual Property

False Advertising, Lanham Act and Unfair Competition

IP Licensing, Technology and Commercial Transactions

Trade Secrets

Trademark Applications and Prosecution

Copyrights

Entertainment, Technology and Advertising

Technology Transactions

Privacy and Cybersecurity

Telephone Consumer Protection Act (TCPA)

Advertising

California Consumer Privacy Act (CCPA)

Industries

Advertising

Blockchain and Fintech

Education

Entertainment, Technology and Advertising

Esports & Games

Private Equity

Sports

Education

J.D. University of California, Davis, *Law Review*

B.A. University of California, Davis, *with honors*

Clerkships

Law clerk in the Summer Honors Program at the U.S. Securities and Exchange Commission

Admissions

California

Additional Office

Silicon Valley