

## Adam Chase

Partner



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Washington, DC

Technology Transactions

Intellectual Property

Sports and Entertainment

Sponsorships, Endorsements and Promotions

Fashion, Apparel and Beauty

Adam serves as vice chair of Cooley's sport industry vertical and works with technology, communications, media and sports clients on a variety of strategic and operational matters. His practice includes preparing and negotiating sports, entertainment, facility and event sponsorship, licensing and endorsement agreements, influencer and other advertising, marketing and promotional agreements, as well as software, content and trademark licenses and development agreements.

### Representative Matters

- Zoom's multi-year sponsorship of Formula 1 and golf's European Tour. Also, Zoom's sponsorship in connection with Chris Paul's HBCU Leadership Series;
- Root Insurance's sponsorship of Bubba Wallace and Michael Jordan's newly formed #23 car NASCAR team;
- Coca-Cola Consolidated in connection with various sponsorship and beverage arrangements, including with Nashville Predators, Nashville SC, Tennessee Titans, Carolina Panthers and Charlotte Hornets;
- A leading provider of cryptopayment infrastructure, with a multi-year, category exclusive sponsorship agreement with the world's premier esports and entertainment organization;
- Anheuser-Busch on Presidente USA's groundbreaking partnership with Alex Rodriguez, which featured an advertisement during Super Bowl LIV;
- SeatGeek in connection with its relationships with the Dallas Cowboys, New Orleans Saints, New Orleans Pelicans, MLS and additional professional sports franchises;
- Atlanta Braves in connection with the club's sponsorship relationships, telecast agreement with Fox Sports and stadium naming rights agreement for SunTrust Park;
- Representation of DraftKings on an exclusive sponsorship agreement with the National Association for Stock Car Auto Racing (NASCAR) and on the multi-year expansion of its partnership with Major League Baseball (MLB);
- Representation of Essential Products (an emerging IoT hardware manufacturer and software developer) in connection with a broad-based promotional launch campaign involving high-profile athletes, musicians and influencers;
- Representation of Sprint Nextel, Inc., the title sponsor of the NASCAR Sprint Cup Series, in all aspects of its sponsorship activation. This representation has included licensing agreements with 10 of the most prominent drivers and teams, as well as a local content rights agreement with NASCAR to broadcast

competition video, telemetry data, in-car audio and other content and materials to at-track handheld devices;

- Representation of one of the two final bidders for the Chicago Cubs Major League Baseball franchise, Wrigley Field and an interest in Comcast SportsNet Chicago, in connection with the club's media and other intellectual property rights; and
- Representation of the Sports, Entertainment & Special Events division of the Washington Convention and Sports Authority, including the establishment of a Nation's Football Classic collegiate football game and related events for Historically Black Colleges and Universities.

## Education

University of Virginia  
JD, 1999

Cornell University  
BA, 1996

## Admissions & Credentials

District of Columbia

Maryland

## Rankings & Accolades

Legal 500: Key Lawyer, Media, Technology and Telecoms: Technology Transactions (2020); Next Generation Lawyer (2017)

The James A. Treanor III Pro Bono Service Award, 2005