

# INTERNATIONAL SPORTS LAW

## Syllabus

Outline:

1. Session 1 – What is international sports law?
  - A. About the instructor
  - B. Definition of “international sports law”
  - C. Industry overview
    - A. Domestic competition
    - B. International competition
      - A. Role of UN Organizations
      - B. Altercations
      - C. Administrative decisions
      - D. Court of Arbitration for Sport (CAS)
  - C. Aequitas Equitas (fairness)
  - D. A day in the life of an international sports lawyer
2. Session 2 – Mediating altercations
  - A. Negotiating techniques
  - B. Alternative dispute resolution (ADR)
  - C. Professional v amateur sporting bodies
    - A. The College system
    - B. The collective bargaining system
3. Session 3 – Gambling on sports
  - A. Prevalence in the U.S.
  - B. Gambling scandals in the U.S.
    - A. Collegiate sports
    - B. Professional sports
  - C. U.S. legislative regulation
    - A. Federal law
    - B. State law

4. Session 4 – Regulation of the sports industry by sports entities
  - A. National Collegiate Athletic Association (NCAA)
  - B. Professional leagues
  - C. Olympic Committee
  - D. U.S. national governing bodies
5. Session 5 – Anti-discrimination
  - A. Sex discrimination
  - B. Legal ramifications
  - C. P.G.A. Tour, Inc. v Martin
  - D. Exclusion due to risk
  - E. Religion
6. Session 6 – Competition law
  - A. Documentation and the legitimate goal
  - B. Competitive harmony
  - C. Integrity
  - D. Protecting the game
  - E. Labor market restraints
  - F. Unfairly abusing market dominance
7. Session 7 – Documentation between U.S. and foreign sports leagues
  - A. The tampering rule
  - B. The international dimension
  - C. The NBA – FIBA agreement
  - D. The rule of reason
  - E. The MLB – NIB agreement
  - F. Remedies

8. Session 8 – Intellectual property law

A. Trade dress

- A. Protection
- B. Liability
- C. Color
- D. Uniform cases

B. Right of publicity and sports

- A. State variations
- B. Right of publicity licensing and group licensing in sports
- C. Right of publicity and the First Amendment
- D. The digital future

9. Session 9 – Intellectual property law (continued)

- A. Commercial promotion
- B. Sponsorship
- C. Venue advertising
- D. Trademark claims
- E. False advertising
- F. Unfair competition

B. Potential defenses

- A. First Amendment
- B. Fair use
- C. Disclaimers

10. Session 10 – Intellectual property law (continued)

- A. Law and media access
  - A. N.B.A. v Motorola
  - B. Morris v P.G.A. Tour
  - C. N.B.A. v N.Y. Times
- B. Blogging and access
- C. U.S. Copyright law
- D. Emerging technology

11. Session 11 – Global Event Sponsorship

- A. Categories of sponsorship
  - B. Endorsement
  - C. Importance of the media in sponsorship
  - D. Legal characteristics of a sponsorship contract
  - E. Ambush marketing