ArentFox Schiff LLP
Attorneys

Richard L. Brand

SAN FRANCISCO MANAGING PARTNER AND SPORTS INDUSTRY GROUP LEADER

Rich is the firm's San Francisco Managing Partner and Sports Industry Group Leader.



Industries

AI & Emerging Technologies
— ArentFox Schiff Industry Guide to the Metaverse
Hospitality
Nonprofits & Associations
— Higher Education
Sports
Fashion & Retail Law
— Real Estate & Leasing
Venture Capital & Emerging Businesses

Practices

Corporate & Securities
Real Estate
— Acquisitions & Dispositions
— Equity & Joint Ventures
— Real Estate Development
— Real Estate Finance - Borrowers
— Real Estate Finance - Lenders
— Real Estate Leasing
— Real Estate Workouts, Restructuring & Distressed Debt

Education

University of Pennsylvania Law School, JD, cum laude, 1984

Georgetown University, BA, Finance, 1981

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Rich focuses on sports law, real estate and corporate transactions, e-commerce, hospitality and leisure, and partnership and corporate law.

Rich is recognized as a leading sports attorney by *Chambers USA and as a "Leading Lawyer"* in sports and real estate by *Legal 500 and Best Lawyers*. *Best Lawyers* has also recognized Rich as a "Lawyer of the Year" for his high-profile sports work. *Chambers USA* notes, "Richard is very detail-oriented and has incredibly impressive market knowledge," and he is "really practical and resourceful," according to client testimony. *Legal 500* client sources say he is "one of the very best transactional sports lawyers in the country." Rich is also recognized as a *SportsBusiness Journal* Power Player and has been consistently named one of the *Daily Journal's* "Top 100 Lawyers" in California. Rich serves on the Board of Directors of the Los Angeles Sports Council, a prestigious group made of individuals and corporate members of the sports business community.

Rich speaks extensively on many aspects of sports, real estate, and hospitality law at major industry conferences. He has appeared on Forbes SportsMoney talk show, CNN, Fox Sports, and other national media programs. Rich is also an adjunct professor at UC Berkeley School of Law, where he has taught for 14 years. He previously taught at Stanford Law School and Georgetown Law. Rich has also guest-lectured at prominent undergraduate and graduate Sports Administration programs.

Rich's practice encompasses several main transactional areas, including:

Sports

Representation of professional sports franchises, owners of sports and entertainment facilities, sponsors, and service content providers in connection with:

- Professional sports franchise acquisition and disposition agreements
- Financings for professional sports teams and owners of sports and entertainment facilities
- Stadium-related transactions including naming rights agreements; sponsorship agreements; suite, club, and premium hospitality agreements; procurement agreements; facility management

agreements; facility leases and licenses; concessionaire and food and beverage agreements; pouring rights agreements; ticketing agreements

- Media-related transactions including media rights agreements; multi-media rights agreements; team and event leases and licenses; advertising and promotional agreements
- Player, coach, and executive contracts
- League formation and related agreements

Representative Sports Transactions

- Represented New York City FC and CFG Stadium Group, LLC, the owner and operator of Etihad Park, in a stadium license transaction with the National Women's Soccer League's (NWSL) two-time and reigning league champion Gotham FC that provides for the club's relocation to Etihad Park in Queens, NY, beginning with the 2028 NWSL season.
- Represented Chicago Fire FC in a multiyear naming rights and sponsorship transaction. Under the agreement, Chicago Fire FC's new approximately 22,000-seat, state-of-the-art stadium at The 78, will be named "McDonald's Park."
- Representing Inter Miami CF, the 2025 MLS Cup champion, in a multiyear naming rights and sponsorship transaction with Brazil-based Nubank, one of the world's largest digital financial services platforms.
- Representing Korn Ferry in a strategic partnership to serve as a founding partner of the LA 28 Olympic and Paralympic Games.
- Representing the Los Angeles Lakers – a long-time firm client – and the Buss family on the sale of a majority ownership interest to Mark Walter. The transaction valued the Lakers at $10 billion, which is the highest control-sale in the history of US team sports.
- Representing GAME 7 on the New York Rangers' first?ever jersey patch sponsorship transaction with Madison Square Garden Sports Corp ahead of the team's centennial season.
- Representing the New York Red Bulls on sponsorship, promotional, and operational agreements, as well as a major naming rights transaction and accompanying ticketing transaction with Sports Illustrated Tickets. Red Bull Arena has been renamed Sports Illustrated Stadium, which marks the first time in its 14-year history that the stadium will have an outside naming rights sponsor.
- Representing the New York Red Bulls in conjunction with a naming rights transaction for their training facility with RWJBarnabas Health.
- Representing New York City Football Club/CFG Stadium Group in connection with all aspects involving the MLS club and Etihad Park, NYC's first 25,000?seat soccer?specific stadium targeted to open in 2027, covering naming rights, sponsorships, premium seating, food and beverage with Legends and CFG Stadium, technology/DAS, procurement, and other revenue?generating and operational agreements.
- Representing Navigators Baseball LP (Richmond Flying Squirrels) in connection with the development, construction, management, and operation of a new multi?use venue and Minor League Baseball (MiLB) ballpark set to open in 2026, including naming rights, sponsorships, suites and premium seating, a concessions agreement with Professional Sports Catering, and team and development agreements within a larger mixed?use project.
- Represented the Board of Trustees of the California State University (on behalf of its San Diego State University campus) in connection with a naming rights transaction with Qualcomm for Snapdragon Stadium, located on the San Diego State University (SDSU) Mission Valley site in San Diego, California, which serves as the home venue for the San Diego State Aztecs football team, San Diego FC, and San Diego Wave FC, and other SDSU intercollegiate teams.
- Represented the Board of Trustees of the California State University (on behalf of its San Diego State University campus) in several partnership agreements including a long?term MLS expansion club stadium license and a licensing agreement with the San Diego Wave; in a stadium management agreement with Oak View Group, a 10?year multimedia partnership with JMI Sports, numerous Founding Partner sponsorships, and related ancillary stadium and athletics matters.
- Representing Vinik Sports Group, an entity that manages the NHL's Tampa Bay Lightning, on a multi-year naming rights agreement with Benchmark International for Tampa Bay's premier sports and entertainment venue pursuant to which AMALIE Arena became Benchmark International Arena in 2025.
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Representing Bay FC, the new National Women's Soccer League (NWSL) franchise, in connection with promotional and sponsorship agreements.

- Representing the Chicago Fire Football Club in connection with a major food and beverage agreement with Chicago-based hospitality group Levy.
- Representing Legends Global (previously ASM Global) the world's largest venue management company, on US venue development and management projects (including joint ventures, master services, and venue management agreements) and on major sponsorship transactions across multiple states.
- Representing LIV Golf with the establishment of league and team sponsorship programs and negotiating high?profile sponsorship and promotional transactions; also serving as outside counsel to multiple individual LIV Golf teams on sponsorship, licensing, procurement, employment, and commercial agreements.
- Representing Paragon Marketing Group on the initial formation and subsequent re?branding of an elite national basketball league, the National Interscholastic Basketball Conference, into Nike EYBL Scholastic.
- Representing long-term client Miami Heat on major sponsorship agreements, trademark revenue generating agreements, option agreements, international transactions, sweepstakes, operational, advertising, and technology agreements, intellectual property, privacy, GDPR, numerous venue-related agreements, and other sports venue-related matters.
- Representing Wyndham Hotels on a three?year official hotel partnership with MiLB covering activation across 120 ballparks and broad marketing rights and touchpoints.
- Representing multiple NBA franchises in connection with their participation in the NBA's League-Wide Financing.
- Represented SoFi in building the commercial partnership ecosystem for SoFi Stadium and Hollywood Park, including SoFi's 20?year stadium naming?rights and sponsorship deal; YouTube's 10?year naming?rights to the 6,000?seat YouTube Theater; a multi?year Google Cloud innovation partnership; and numerous additional naming?rights, sponsorship, and procurement deals with brands including Ticketmaster, Mastercard, PepsiCo, American Airlines, Samsung, Ball, Cisco, Constellation Brands, and the Pechanga Band of Luiseño Indians.
- Representing the Los Angeles Lakers in connection with its 20-year agreement with Time Warner Cable for rights to distribute all locally available pre-season, regular season, and post-season Lakers games on two regional sports networks, including the nation's first Spanish-language regional sports network.
- Representing Credit Karma in a multi-year jersey patch sponsorship transaction with the Houston Rockets, which includes substantial in-arena and online presence and support of team community engagement efforts, along with Credit Karma Money becoming the presenting partner of the Rockets' "First Shot" pre-game program.
- Representing the Los Angeles Lakers in a long-term lease extension with AEG, the owner of Crypto.com Arena (formerly Staples Center), ensuring that the defending World Champions will remain in their downtown Los Angeles home arena through the 2041 season.
- Representing Bank of Hawaii in name, image, and likeness (NIL) transactions with several University of Hawaii players. Added opportunities for the sponsored athletes include financial education and preparedness, professional/career development and training, and community service and engagement experiences.
- Representing Total Quality Logistics in a multi-year naming rights transaction with FC Cincinnati for "TQL Stadium," a state-of-the-art venue that is one of the largest soccer-specific facilities in Major League Soccer and will be the home field for the FC Cincinnati MLS team.
- Representing Q2 Holdings in a naming rights transaction with Austin FC for "Q2 Stadium," a multi-purpose venue, as well as the latest soccer-specific stadium in Major League Soccer, and the first and only major league venue in Austin.
- Representing Amazon in a naming rights transaction for the "Climate Pledge Arena," the new home of Seattle's NHL team and WNBA's Seattle Storm, which is expected to be the first net zero carbon certified arena in the world and set a new sustainability bar for the sports and events industry.
- Representing Los Angeles-based worldwide sporting and live entertainment company AEG in connection with its management agreement for the 65,000-seat Allegiant Stadium, home of the Las Vegas Raiders.
- Representing the California State University Fresno Athletic Corporation in connection with a

collaboration and support agreement with the granting of naming rights and other benefits to Valley Children's Hospital.

- Representing Fox Sports and University of Southern California Athletics in a naming rights agreement in connection with the Los Angeles Memorial Coliseum. Under the 16-year agreement, the venue became the United Airlines Memorial Coliseum in August 2019.
- Representing the Transbay Joint Powers Authority in San Francisco on a 25-year naming rights transaction with Salesforce in connection with the Salesforce Transit Center.
- Representing the Seattle Seahawks in a stadium naming rights renewal transaction with CenturyLink, Inc. in connection with CenturyLink Field.
- Representing Brooklyn Sports & Entertainment (BSE) in a naming rights transaction with New York Community Bank in connection with the "Nassau Veterans Memorial Coliseum, presented by New York Community Bank".
- Representing BSE in connection with the partial relocation of the New York Islanders to the Nassau Coliseum.
- Representing BSE on their partnership with AEG which serves as the Manager for various BSE facilities and purchase of the operating rights, assets, and long term lease, as well as construction and renovation matters of Webster Hall, a music entertainment venue in New York City.
- Representing the Los Angeles Lakers in a naming rights and health provider rights transaction with UCLA Health in connection with UCLA Health Training Center, and in connection with team and venue-related matters.
- Representing ASM Global in connection with various real estate and corporate sponsorships, master service agreements, and real estate projects, including transactions with ABM, ServPro, POPid, Honeywell, and ASM Global's lease of the Pechanga Arena in San Diego, CA, home of the San Diego Gulls AHL hockey team, the San Diego Seals lacrosse team, and the San Diego Sockers indoor soccer team, as well as more than a dozen other transactions.
- Representing the Miami Dolphins in an 18-year stadium naming rights agreement with Hard Rock International in connection with Hard Rock Stadium. The long-term naming rights agreement is among the top three deals in the NFL by value.
- Representing Inova Health System in a naming rights and sponsorship transaction with the National Football League's Washington Redskins in connection with their training facility and headquarters in Ashburn, Virginia, renamed the "Inova Sports Performance Center at Redskins Park".
- Representing the Brooklyn Nets in connection with the team's multi-million-dollar training facility, advising on all aspects of the practice facility, including construction matters, leasing of the real property, complex tenant improvements, and construction.
- Representing Mercedes-Benz in a naming rights and sponsorship transaction with the National Football League's Atlanta Falcons and Major League Soccer's Atlanta United FC for Atlanta's new iconic Mercedes-Benz Stadium. The agreement is the largest marketing deal in Mercedes-Benz history.
- Representing Williamson-Dickie Manufacturing Co., now VF Corporation, in an arena naming rights transaction with the City of Fort Worth in connection with Dickies Arena.
- Representing Golden 1 Credit Union in connection with the Golden 1 Center naming rights and sponsorship transaction with the Sacramento Kings which was reportedly one of the largest naming rights transactions for a single-tenant NBA arena.
- Representing the San Francisco 49ers in a naming rights and sponsorship transaction with Levi Strauss & Co, which made Levi Strauss & Co. the most prominent stadium sponsor of the Santa Clara Stadium Authority and the 49ers, and designated the name Levi's Stadium for the team's stadium in Santa Clara, which is reportedly the largest naming rights and sponsorship transaction in the history of the West Coast.
- Representing Albertsons, an Idaho-based supermarket chain, in connection with its naming rights and corporate sponsorship of the Boise State University football stadium in Boise, Idaho. Formerly known as Bronco Stadium, the stadium is known for its unusual blue play surface – the first non-green playing surface in US football history.
- Representing James Grant Sports Group, a top international sports agency that represents numerous professional athletes and sports teams, on a variety of matters.
- Representing the Los Angeles Galaxy in connection with its 10-year media rights agreement with Time Warner Cable for distribution of its locally available pre-season, regular season, and post-season games on its English and Spanish regional sports networks.
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Representing Brooklyn Events Center, LLC, the operator of the sports and entertainment arena in Brooklyn and home of the Brooklyn Nets known as the Barclays Center, in connection with the transaction which relocates the New York Islanders to the Barclays Center.

- Representing the Los Angeles Kings in connection with the renewal of its existing media rights agreement with Fox Sports Net West for distribution of its locally available pre-season, regular season, and post-season games.
- Representing Brooklyn Arena, LLC and the then-New Jersey Nets in connection with the Barclays Center naming rights transaction, the largest arena naming rights and team sponsorship transaction in the history of sports and entertainment at the time.
- Representing Lawrence Investments in its bid for the acquisition of the Golden State Warriors.
- Representing PPL Services Corporation in connection with the naming rights agreement for the new 8,500-seat hockey arena in downtown Allentown, PA which will serve as the home venue for the American Hockey League's Lehigh Valley Phantoms, the Philadelphia Flyers' top minor league affiliate.
- Representing a major sports and entertainment organization in connection with the operational agreements and promotional contracts for its newly renovated multipurpose entertainment facility.
- Representing the Brazilian construction group, Odebrecht in connection with its long-term agreement with Consortium Maracana SA (which includes sports and entertainment company IMX and sports and entertainment group AEG) to operate the Maracana Stadium in Rio de Janeiro, Brazil and advised Consortium Maracana in connection with certain other stadium related agreements.
- Representation of the owners of Washington Sports & Entertainment Limited Partnership in connection with the sale of all of its interests in the Washington Capitals, the Washington Mystics, the Washington Wizards, Capital One Arena, and the Washington-Baltimore Ticketmaster franchise to Monumental Sports & Entertainment.
- Representing the California Interscholastic Federation, one of the largest youth sports organizations in the nation, in its media rights transaction with Time Warner Cable under which Time Warner Cable will become the official content distributor of CIF Regional and State Championship sports programming throughout the state of California.
- Representing Kevin Payne in connection with his move from DC United to President and General Manager of the Toronto FC professional soccer team, a member of Major League Soccer.
- Representing Ryan Nelson in connection with his appointment as Head Coach of the Toronto FC professional soccer team, a member of Major League Soccer.
- Representing Fran O'Leary in connection with his appointment as Assistant Coach and Director of Player Recruitment of the Toronto FC professional soccer team, a member of Major League Soccer.
- Representing PPL EnergyPlus in the naming rights and sponsorship transaction under which PPL EnergyPlus became the primary sponsor of the new Major League Soccer (MLS) franchise Philadelphia Union and holder of the naming rights for PPL Park in Chester, PA.
- Representing the Charlotte Hornets in connection with the Time Warner Cable Arena naming rights and team sponsorship transaction and the related media rights agreement with Fox Sports.
- Generally representing the Washington Wizards in the preparation and negotiation of various player, coaching, and front-office executive contracts, player trades, interpretation of the collective bargaining agreements, salary cap analysis, and related NBA and WNBA matters.
- Generally representing Brooklyn Arena, LLC, and the NJ Nets in connection with the development of the Barclays Center, including founding partner agreements, sponsorships, suite and premium seat licensing, food and beverage agreements, ticketing, and miscellaneous arena-related matters.
- Representing Washington Sports & Entertainment Limited Partnership in all aspects of the acquisition, development, and financing of the Capital One Arena (formerly known as the MCI Center), the downtown Washington, DC arena, which serves as the home for the Washington Wizards, the Washington Mystics, the Washington Capitals, and the Georgetown Hoyas.
- Representing the Washington Wizards in connection with their appointment of Michael Jordan as president of the Wizards basketball operations and subsequently in connection with his transition from executive position to player.
- Representing DC United in connection with player contracts, employment agreements, sponsorship agreements, and related matters.
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Representing Washington Sports & Entertainment Limited Partnership in connection with the sale of the WNBA franchise known as the Washington Mystics.

Real Estate/Hospitality & Leisure/Corporate

- Representation of local and national owners, developers, and users in acquisitions and dispositions, ground-up development and construction, complex leasing, and sophisticated capital stack structuring, including senior, mezzanine, and preferred equity financing, joint ventures, and mortgage loan investments.
- Representation of local and national owners and developers in portfolio and single-asset transactions and restructurings, advising on consensual workouts and recapitalizations for high-value properties across the United States.
- Representation of key stakeholders in joint ventures and related equity financings.
- Representation of owners and financiers in the formation of start-up entities and the sale of existing businesses.

Representative Real Estate/Hospitality & Leisure/Corporate Transactions

- Representing Corten Real Estate Partners as mortgage lender in the initial financing and subsequent foreclosure of the Holiday Inn Dallas Market Center in Dallas, Texas.
- Representing Corten Real Estate Partners as co-mezzanine lender, and subsequently as co-owner following foreclosure on the pledge securing the mezzanine loan, in connection with the Margaritaville Times Square hotel in New York, New York.
- Representing Corten Real Estate Partners initially as mortgage lender and subsequently as preferred equity provider following foreclosure on the deed of trust in connection with the Line LA hotel recapitalization in Los Angeles, California.
- Representing Corten Real Estate Partners in its preferred equity investment in the Gilder Creek multifamily property in Mauldin, South Carolina.
- Representing Corten Real Estate Partners in its preferred equity investment in the Augusta Flats multifamily property in San Antonio, Texas.
- Representing Corten Real Estate Partners in its preferred equity investment in the Allen Ridge multifamily property in Greenville, North Carolina.
- Representing Corten Real Estate Partners in its preferred equity investment in the Arbors at Fairview multifamily property in Simpsonville, South Carolina.
- Representing Corten Real Estate Partners as mezzanine lender in connection with a multifamily property in Raleigh, North Carolina.
- Representing The Buccini/Pollin Group, Inc. in the refinancing (both debt and equity) of the Hilton DFW in Irving, Texas, as well as the sale of a vacant parcel of land adjacent to the hotel.
- Representing Pollin Miller Hotel Group in connection with labor and employment advice on behalf of PMHG and in connection with Sheraton Edison, Hilton Meadowlands Hotel and Conference Center, and numerous other hotels in the BPG portfolio.
- Representing Pollin Miller Hotel Group in connection with IP/trademark advice for all facets of the PMHG branding.
- Representing Pollin Miller Hotel Group in connection with advice regarding PPP matters.
- Representing Corten Real Estate Partners in a capital investment transaction in connection with Sheraton Imperial Raleigh-Durham, a full-service upscale hotel in Raleigh-Durham, North Carolina.
- Representing Corten Real Estate Partners in a preferred equity investment transaction in connection with Margaritaville, a full-service resort in Palm Springs, California.
- Representing Corten Real Estate Partners in a preferred equity investment transaction in connection with the acquisition and financing of the Meriwether Place Apartments, a new property in Durham, North Carolina.
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Representing Corten Real Estate Partners in a mortgage loan investment transaction in connection with Dallas Holiday Inn, a state of the art hotel in Downtown Dallas.

- Representing Corten Real Estate Partners in a mortgage loan investment transaction in connection with Line LA Hotel, a 384-key upscale boutique hotel.
- Representing Corten Real Estate Partners in a preferred equity investment in connection with a portfolio of ten hotels located in Michigan, Minnesota, and Wisconsin.
- Representing The Buccini/Pollin Group and PM Hotel Group in the acquisition and financing of the Renaissance Baltimore Harborplace Hotel, that features 622 rooms and occupies prime real estate along the city's waterfront in Baltimore, Maryland.
- Representing The Buccini/Pollin Group in connection with the acquisition, development, construction, and debt and equity financing of Virgin Hotels Nashville. Opened in late 2019, the Music Row hotel features 240 guest rooms, multiple concept suites, food and beverage outlets, including the brand's flagship space, the Commons Club, and meeting/events spaces.
- Representing The Buccini/Pollin Group, Inc. in connection with the initial financing of the Sheraton Philadelphia Society Hill Hotel, which features 364 guest rooms near historic landmarks within the Old City district of Philadelphia, Pennsylvania, and a $115 million mortgage, senior mezzanine, and junior mezzanine refinancing.
- Representing The Buccini/Pollin Group, Inc. in acquisition, development, construction, and debt and equity financing of Virgin Hotel New Orleans, Louisiana. Scheduled to open in 2021, the hotel is located in the Warehouse District of New Orleans. It features 225 rooms, a rooftop pool and lounge, gym, and dedicated meeting and event spaces.
- Representing The Buccini/Pollin Group, Inc. in all facets related to the ownership and operation of the Hilton Meadowlands Hotel and Conference Center, located in East Rutherford, New Jersey, including labor and employment matters, financing related issues, and management issues.
- Provide all labor and employment advice to The Buccini/Pollin Group, Inc. in connection with Sheraton Edison and Sheraton Meadowlands and numerous other hotels in BPG portfolio.
- Provide IP/trademark advice to The Buccini/Pollin Group, Inc. in connection with all facets of the PM Hotel Group branding.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, construction, joint venture, and debt/equity financings of the historic DuPont Building and Hotel du Pont, a 950,000 sq. ft. mixed-use complex, from The Chemours Company in Wilmington, Deleware.
- Representing Pollin Hotels on the refinancing of the Sheraton Portland Hotel.
- Representing The Buccini/Pollin Group, Inc. in a joint venture, development, construction, and debt/equity financing of the first "Canopy Hotel," a new lifestyle hotel brand by Hilton Worldwide, in Portland, Oregon.
- Representing The Buccini/Pollin Group, Inc. in a joint venture with Federal Realty Investment Trust for the development of a "Canopy Hotel" in Washington/Bethesda North.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, joint venture, and debt/equity financing of three Philadelphia area hotels: the Franklin Hotel at Independence Park (rebranded as the Renaissance Philadelphia Downtown) and the Sheraton Society Hill in Philadelphia, and Fairfield Inn and Crowne Plaza in King of Prussia.
- Representing The Buccini/Pollin Group, Inc. in the acquisition of the 353-room Sheraton Raleigh Hotel in North Carolina.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, joint venture, and debt/equity financing of the DoubleTree by Hilton Hotel Wilmington in Wilmington, Delaware.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, joint venture, and debt/equity financing of the Hilton Melbourne Rialto Place in Melbourne, Florida.
- Representing The Buccini/Pollin Group, Inc. in the construction, development, and debt/equity financing of the Homewood Suites by Hilton Wilmington-Mayfaire in Wilmington, North Carolina.
- Representing The Buccini/Pollin Group, Inc. in the construction, development, and debt/equity financing of the Virgin Hotels New Orleans in New Orleans, Louisiana.
- Representing The Buccini/Pollin Group, Inc. in the construction, development, and debt/equity financing of the Virgin Hotels Nashville in Nashville, Tennessee.
- Representing The Buccini/Pollin Group, Inc. in the recapitalization and restructuring of

Homewood Suites and Embassy Suites properties in Dulles, Virginia.

- Representing The Buccini/Pollin Group, Inc. in its acquisition, joint venture and financing of the 282-room DoubleTree by Hilton Dallas Fort Worth Airport North.
- Representing Modus Hotels in the acquisition, joint venture, development, construction, management and operation of an 11-story hotel with 245 micro-rooms with ground-floor retail to be located in Chinatown, Washington, DC.
- Representing Pollin Hotels on the refinancing (senior debt and mezzanine debt) of the Aloft Portland Airport at Cascade Station, Hampton Inn Portland Airport, and Sheraton Portland Airport Hotel.
- Representing Cafritz Interests in the drafting and negotiation of long-term leases for multiple office, residential, and hospitality projects, including projects in Chicago, Milwaukee, and Washington, DC.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, development, financing and joint venture of a 160-key Hampton Inn & Suites (or other franchise) near Nationals Park in Washington, DC.
- Representing a multinational real estate development company in connection with the sale of commercial condominium units in Manhattan.
- Representing The Buccini/Pollin Group, Inc. in the sale of Beltsville, Maryland and Gunston Corner, Virginia hotels.
- Representing a multinational real estate development company in connection with the sale of real property in Brooklyn.
- Representing Fannie Mae in connection with numerous leases and acquisitions of varying sizes throughout the US for property which is used by Fannie Mae for its operations.
- Advising Fannie Mae on the sale of Fannie Mae's landmark headquarters building and two other properties and continues to counsel on multiple other issues as they transition to new downtown DC headquarters.
- Representing Fannie Mae on the disposition of real estate buildings in Northern Virginia.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, development, and debt and equity financing of a Westin Riverfront Hotel in Wilmington, Delaware.
- Representing Modus Hotels in the acquisition of a hotel in Rockville, MD, in conjunction with Section 363 of the Bankruptcy Code.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, joint venture and financing of the Hilton Knoxville, located in the downtown historic district in Knoxville, Tennessee.
- Representing Cafritz Interests in the drafting and negotiation of a long term lease for the 2040 Lofts located in Milwaukee, Wisconsin.
- Representing The Buccini/Pollin Group, Inc. in the joint venture and financing of a Homewood Suites by Hilton New York City in Manhattan.
- Representing The Buccini/Pollin Group, Inc. in the recapitalization and refinancing of the Hilton Meadowlands Hotel and Conference Center in East Rutherford, New Jersey.
- Representing Modus Hotels in the financing of Avenue Suites Hotel, a 124-room all-suite hotel in Washington, DC.
- Representing The Buccini/Pollin Group, Inc. in the acquisition, development, financing and joint venture of a 310-key Embassy Suites hotel located in Manhattan.
- Representing Cafritz Interests in the acquisition and financing of the Normandy Hotel in Washington, DC.
- Negotiating the refinancing of the premiere office building in Wilmington, Delaware located at 500 Delaware Avenue with major lenders, including a senior lender and a mezzanine lender.
- Representing Cafritz Interests in the acquisition and financing of the 970-room Brookshire Suites in Baltimore, Maryland.
- Representing The Buccini/Pollin Group, Inc. in the acquisition and financing of three office buildings in the Bellevue Park Corporate Center in Wilmington, Delaware.
- Representing Modus Hotels in the refinancing of the Quincy Hotel in Washington, DC.
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Representing The Buccini/Pollin Group, Inc. in the refinancing of The River Park Complex, comprised of two Class A office buildings in Conshohocken, Pennsylvania.

- Advising Modus Hotels and its affiliates on the acquisition and financing of the Chase Suites Hotel in Rockville, MD.
- Representing The Buccini/Pollin Group, Inc. a full-service real estate acquisition, development, and management company and its affiliates in the restructuring of over $300 million in loans from a major institutional lender.
- Representing a leading e-commerce company in the sale of various office buildings and a data center.
- Advising The Buccini/Pollin Group, Inc. in the acquisition, joint venture, and debt/equity financing of the purchase of a junior mezzanine loan secured by the following 10 hotel assets: (i) Embassy Suites Anaheim CA, (ii) Embassy Suites Palm Desert CA, (iii) Four Points San Jose CA, (iv) Holiday Inn Anaheim CA, (v) Holiday Inn San Mateo CA, (vi) Sheraton Pasadena Hotel CA, (vii) Westin Sacramento CA, (viii) Holiday Inn Denver CO, (ix) Renaissance Denver CO, and (x) Holiday Inn Orlando Resort FL.
- Working on behalf of Cafritz Interests in the refinancing of the River Inn, a 126-suite hotel located in Washington, DC.
- Representing a start-up venture in connection with the creation and operation of a high-speed internet company.
- Advising The Buccini/Pollin Group, Inc. on the restructuring of a senior loan and a mezzanine loan secured by a 550,000 SF executive office campus in New Castle County, Delaware.
- Representing The Buccini/Pollin Group, Inc. in the refinancing of the Homewood Suites and Hilton Garden Inn in Arundel Mills, Maryland, which included a senior loan and a Sharia-compliant mezzanine loan.
- Representing a leading e-commerce company in the negotiation of e-commerce transactions in the areas of interactive marketing and advertising, programming and content, e-commerce technology, and online and offline brand promotion.

Publications, Presentations & Recognitions

Rich speaks extensively on many aspects of sports and hospitality law. Several of his most recent speaking engagements include:

- Served as a panelist to discuss sports financings; name, image, and likeness (NIL); and the impact of technology on sports at the American College of Investment Counsel's 2026 Spring Investment Forum on April 23, 2026.
- Served as a moderator on the panel "Sports Lawyers Leading the Game" at the 3rd Annual Santa Clara Sports Law Conference on March 27, 2026.
- Served as a moderator on the panel "The Business of Modern Sports: Capital, Ownership, and Strategic Growth" at the 11th Annual Berkeley Law Sports & Entertainment Conference on March 12, 2026.
- Served as a moderator for a panel on sponsorships, naming rights and revenue generating agreements at the LA Sports Innovation Conference on October 13, 2025.
- Served as a moderator for a panel on "Key Concepts of Sponsorships, Naming Rights, and Other Revenue-Generating Sports Transactions" at the Bar Association of San Francisco's (BASF) Intellectual Property Symposium on October 8, 2025.
- Served as a moderator for a panel on "The Future of Sports Ownership Structure-Legal Issues Facing General Counsels of Multi-Team Sports Organizations" at the 2025 Sports Lawyers Association Annual Conference on May 16, 2025.
- Served as a panelist on "Current Issues in Sports Media: Back to the Future?" at the 2024 Sports Lawyers Association Annual Conference on May 10, 2024.
- Served as a panelist on "Game Changers: Navigating the New Era of Sports NIL" at the 9th Annual Berkeley Law Sports & Entertainment Conference on April 5, 2024.
- Served as a moderator on "State of Play: The Realities of Revenue Generation for Southern California Sports Teams and Venues" at the LA Sports Innovation Conference on October 17, 2023.
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Served as a speaker on “The Evolution of Media Rights in Professional Sports Leagues in the United States and its Applicability to the Development of Media Rights for Esports” at the Inaugural Global Games Summit on August 22, 2023.

- Served as a panelist on “Joint Selling of Media Rights and Compulsory Licenses: Limits to Freedom of Contract to Antitrust Law” at the Inaugural Global Games Summit on August 22, 2023.
- Served as a panelist on the “Sports Industry Networking & Career Conference” at George Washington University on February 24, 2023.
- Served as a panelist on the “Sports Law Practitioners Panel” at Stanford Law School on February 7, 2023.
- Served as a panelist on “Developing and Constructing Sports Facilities and Growth of Development Zones” at ABA’s Forum on the Entertainment & Sports Industries on September 13, 2022.
- Served as a panelist on “Sport Law and Negotiations” at the Sport Industry Networking and Career Conference on February 18, 2021.
- Appeared on *The Registry’s* “Pod On Point” sports podcast, to discuss stadium naming rights on October 14, 2020.
- Served as a moderator on “Negotiating Sponsorship Agreements, Naming Rights Agreements and Other Revenue Generating Agreements in a New Environment” at SLA’s Webinar Series, Summer, 2020.
- Served as a moderator on “Notable New Development” at Bisnow’s Bay Area Hospitality Summit on October 24, 2019.
- Served as a moderator on “From Naming Rights to Gaming Rights: An Exploration of New Sports Revenue Generation” at the Los Angeles Sports Summit on June 25, 2019.
- Served as a moderator on “Esports 101 and 201: From the Basics to the Next Level” at the Los Angeles Sports Summit on June 24, 2019.
- Served as a panelist on “Tactics and Strategies for Negotiating Venue, Event and Team Sponsorships” at the 2019 Sports Lawyers Association Annual Conference on May 17, 2019.
- Served as a panel moderator on “Revenue Generation in Sports” at ASIPI’s Sport Law Conference on April 12, 2019.
- Served as a panel moderator at Arent Fox’s Next Level Law event on “Exploring the Esports Landscape,” during the Game Developers Conference on March 20, 2019.
- Served as a panel moderator on “Finding Value in LA Hospitality Development: Where Does Opportunity Lie In LA’s Submarkets?” at Bisnow’s Los Angeles Hotel Summit on March 14, 2019.
- Served as a panelist on “Sports Sponsorship & Evaluation” at the Sports Industry Networking and Career (SINC) Conference on February 22, 2019.
- Served as an interviewer for a one-on-one exclusive with keynoter Mario Alioto of the San Francisco Giants at Bisnow’s Retail Series West Coast Summit on September 26, 2018.
- Served as a moderator on “Hospitality Tech & The Built Environment” at Bisnow’s Bay Area Hospitality & Lodging Conference on September 20, 2018.
- Served as a speaker on “Commercial Contracts: How Different Approaches to Negotiating International Commercial Contracts” at LawInSport’s Annual Conference on September 14, 2018.
- Served as a speaker on “Technology and Sport - Current Opportunities and Challenges for the Adoption of Technology in Sport” at LawInSport’s Annual Conference on September 13, 2018.
- Served as a speaker on “Effective Sponsorship Negotiation: Preventing the Name Game from Becoming the Blame Game” at the Annual Sports Lawyers Association Conference on May 18, 2018.
- Served as a speaker on “Public and Private Partnerships in the Entertainment and Sports Industries” at the Annual American Bar Association Forum on the Entertainment and Sports Industries on October 5, 2017.
- Served as a moderator for the “In-House Counsel Forum” at the Annual LawInSport ‘Understand the Rules of the Game’ Conference in London on September 8, 2017.
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Served as a speaker on “New Models for Sports TV Distribution: Respect the Fine Print” at the 43rd Annual Sports Lawyers Association Conference on May 18, 2017.

- Served as a moderator on “Soup to Nuts Hospitality” at Bisnow’s Lodging and Innovation Series (BLIS) West 2017 on April 21, 2017.
- Served as a moderator on “Sports as a Business” at the Berkeley Law Sports & Society Conference on April 14, 2017.
- Served as a speaker on “Media Convergence in Sports” at PLI’s “Technotainment” 2016: Distributing Content Across Multiple Platforms Conference on October 19, 2016.
- Served as a moderator on “Everything You Need to Know About Hotel Financing” at Bisnow’s Lodging and Innovation Series (BLIS) West 2016 on April 28, 2016.
- Served as a moderator on “A Conversation on Stadium Financing & Development” at the 2016 Berkeley Law Sports & Law Conference on April 15, 2016.
- Served as a panelist on “The Big Show: Navigating the Global Business Intersection of Sports & Events Experience” at the Sports Events Marketing Experience Conference on April 8, 2016
- Served as a panelist on “Fundamentals of Sports Team and Venue M&A and Financing” at the Annual Sports Lawyers Association Conference on May 13, 2016.
- Served as a panelist at the BLIS Conference LA on April 28, 2016.
- Served as a speaker at the Boalt Hall Sports and Law Conference on April 15, 2016.
- Served as a panelist at the Sports Events Marketing Experience on April 8, 2016.
- Served as a moderator for Bisnow’s “San Francisco Capital Markets” on March 10, 2016.
- Served as a speaker at the Sports Industry Networking and Career Conference on “Sport Sponsorship & Evaluation” on February 19, 2016.
- Served as a moderator for Bisnow’s “Downtown LA’s Lodging Market and the Emergence of Hot Submarkets” on November 17, 2015.
- Served as an expert on CBS Radio in San Francisco to discuss the implications of the revocation of the Washington Redskins trademark on July 8, 2015.
- Served as a panelist on “Handling Stadium and Arena Issues” at the Annual Sports Lawyers Association Conference on May 15, 2015.
- Served as a panelist on “Stadium Development Issues in Sport” at the Berkeley Law Sports Conference on April 3, 2015.
- Served as a panelist at the Sports Industry Networking and Career Conference on February 20, 2015.

Rich is also a frequent commentator for publications including the *San Francisco Business Times*, Fox Sports News, CBS Radio, *LawInSport*, the *Baltimore Sun*, and Forbes Sports Money. He has also penned several legal analyses and recently published the following articles:

- ”Kick Off Metaverse Sports Ventures With Risk Evaluation,” *Law360*, October 17, 2022.
- ”Faces in the Crowd: Legal Considerations for Use of Facial Recognition Technology at Sports Arenas,” *LawInSport*, April 28, 2020.
- “Sports Venues Incorporate Communal Engagement Areas,” *Daily Journal*, April 8, 2019.
- “The Evolution of Digital Media Strategies in Major League Sports and the Legal Issues They Raise,” *LawInSport*, January 7, 2019.
- “Daniels v. Fan Duel - Another Freedom of Speech Win for the Fantasy Sports Industry,” *LawInSport*, December 14, 2018.
- “Faces in the Crowd: Legal Considerations for Use of Facial Recognition Technology at Sports Arenas,” *LawInSport*, August 29, 2018.
- “What the Supreme Court’s Murphy v. NCAA Decision Means for Fantasy Sports,” *LawInSport*, August 10, 2018.
- “Naming Rights Go Beyond the Brand—And Business Is Booming,” Law.com, June 26, 2017.

A few of Rich’s media mentions include:

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"Paycor Stadium Name Change Likely if Company is Acquired," *Cincinnati Enquirer*, January 7, 2025

- "Suns' Naming Rights Deal with Footprint Provides Chance to Increase Fans' Environmental Awareness," *Cronkite News*, July 26, 2021.
- "Key Sports Law Cases and Developments to Watch in 2017," *LawInSport*, January 11, 2017.
- "The Key American Sports Law Cases in 2016," *LawInSport*, December 15, 2016.

Bar Admissions

California

District of Columbia