



Representing the Professional Athlete (American Casebook Series)

Peter Carfagna

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This book is an interactive, hands-on guide to negotiating, drafting and litigating agreements in the context of representation of professional athletes. The book begins with the negotiation and drafting of a standard form athlete representation agreement. In so doing, it details all of the NCAA amateurism rules and the legal do's and don'ts relating to the recruiting of pre-professional athletes. Subsequent chapters track the typical progression of a successful professional athlete's career: the drafting, negotiating and (where necessary) litigating of product endorsement and license agreements in the increasingly important context of protecting professional athletes' rights of publicity. Interactive group negotiation/drafting hypotheticals are also provided in the areas of fantasy sports, and of representing the "mature athlete" who is nearing the end of his career. The book concludes with a Jerry McGuire-type litigation hypothetical and settlement agreement negotiation exercise involving the "super-agent" entering and exiting the "mega agency." A companion Teacher's Manual provides exemplar class plans and student responses to each chapter's hypotheticals. The Manual will allow any instructor to use the text on a stand-alone basis, or as a companion to Weiler's Sports and the Law, or other sports law casebooks. The Second Edition also includes new Agent/Athlete Representation Agreements and new Athlete Licensing and Product Endorsement Agreements.

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