

Course Adoption Guide

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Sports Law

A Practical Guide to
Protecting the Interests of
Athletes

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A Practical Guide to Protecting the Interests of Athletes

Second Edition ↗

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Overview

Sports Law: A Practical Guide to Protecting the Interests of Athletes, Second Edition is a practice-oriented book ideal for courses in sports law, offering students a clear view of how legal principles operate in both collegiate and professional athletics.

The book integrates **core doctrine with real-world application**, combining legal analysis, case studies, sample agreements, and practitioner perspectives to help students understand not only **what** the law is, but **how it is applied** in advising athletes, agents, leagues, and institutions. The *Guide's* structured, accessible approach makes it well suited for classroom discussion, skills-based learning, and problem-centered instruction.

A unifying theme throughout the text is the **evolving role of the lawyer or advisor** in representing athletes over the course of their careers — from high school recruitment and NCAA eligibility, through entry into professional leagues, and into post-playing professional life. Students are introduced to the regulatory frameworks and practical considerations that shape athlete representation, including eligibility rules, contract negotiation, risk management, and long-term career planning.

By highlighting common pitfalls that can jeopardize eligibility, earning potential, or career stability, the book equips students with a **realistic understanding of client counseling in the sports context**. Faculty will find the text particularly effective for prompting discussion around professional judgment, ethical considerations, and the lawyer's role as both advocate and advisor in a highly regulated, high-stakes practice area.

Sample Syllabus Description

Sports Law: A Practical Guide to Protecting the Interests of Athletes

This book offers a practical introduction to sports law, blending doctrine with case studies, sample agreements, and practitioner insights. It focuses on the evolving role of lawyers and advisors in representing athletes across collegiate and professional contexts.

Course Adoption Benefits

This book is ideal for sports law courses at any level. Highlights include:

- Bridges theory and practice with practical drafting, negotiation, and compliance advice
- Up-to-date NIL coverage aligned with student and clinic expectations
- Flexible structure suitable for full courses, seminars, or short modules
- Practical material that faculty can adapt into simulations, case studies, and experiential assignments

About the Author

Luke A. Fedlam is a partner at **Amundsen Davis, LLC** and co-chair of their Entertainment, Sports, and Media Law Service Group.

He taught a **Sports Law** course at **The Ohio State University Moritz College of Law**, where he incorporated materials from this book to give students a practitioner-level understanding of athlete representation and the evolving regulatory landscape.

Luke works with players at high school, collegiate, and practitioner level, as well as retired athletes. He provides objective and thorough representation that includes:

- Advising on name, image, and likeness (NIL) opportunities
- Counseling on how to build, protect, and leverage a personal brand
- Analyzing agent, endorsement, and marketing contracts
- Reviewing and negotiating prospective private business and real estate investments
- Counseling on wealth management and estate planning
- Creating business entities and nonprofit foundations
- Advising foreign national players on immigration and related issues

- Real-world sample agreements, including NIL endorsement agreement; privacy, confidentiality, and nondisclosure agreements; and more
- Ideal for interdisciplinary teaching across antitrust, labor, contracts, IP, and higher education governance

Engaging for Students

Designed to be useful for a wide audience of readers, including athletes as well as advisors and practitioners, the book makes complex topics accessible to students with clear, direct language. In addition, it features:

- High-profile cases, current events, and current controversies to connect with student interests
- Examples of how legal rules shape the business and culture of sports — an area many students already follow closely
- Practitioner insights and examples that help students understand how classroom concepts apply in practice

Pedagogical Applications

- **Doctrinal instruction:** Antitrust, labor law, contracts, IP, administrative law
- **Skills training:** Negotiation, drafting, compliance analysis, advising student athletes
- **Policy analysis:** Governance models, athlete rights, compensation structures, litigation trends
- **Professional identity:** Understanding the lawyer's role in athlete representation and institutional compliance

Student Learning Outcomes

Students will be able to:

- Analyze NIL agreements and identify compliance risks
- Draft and negotiate athlete-focused contracts
- Evaluate governance structures and regulatory frameworks
- Apply antitrust and labor principles to real-world disputes
- Advise student athletes and institutions on emerging issues
- Understand the business, legal, and ethical dimensions of athlete representation

Clinic & Experiential Learning Connections

- Student athlete advising clinics
- Entrepreneurship/innovation clinics (NIL brand development)
- Compliance practicums
- Negotiation workshops
- Policy labs on collegiate athletics reform

CONTACT

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Luke is managing partner of **ADVANCE**, a company devoted to NIL education; co-executive director of the **College Basketball Parents Association**, a national network of college basketball parents; and leads the advisory firm, **Anomaly Sports Group** — a consulting company that works to provide professional development and life skills education to college sports teams, athletic departments, and professional sports teams.

Pricing Information
(digital or print)

Retail: \$375

**Discounted price
for students: \$95**

**Or included in a
PLI PLUS subscription**