

Course Syllabus

Sports Law
Spring, 2023
Course # 6930
Room HH 360

Instructor: Rick Anderson

Contact Information: 904-234-7303 rickanderson@pgatourhq.com.

Office Hours: Given that this is a compressed course, I am fully available to you throughout the entire week. I encourage you to call or email me if you are having difficulties with, or simply want to clarify your understanding of, any of the materials covered in the reading or in class

CLASS SYLLABUS AND POLICIES:

Required Course Materials: The Oxford Handbook of American Sports Law, edited by Michael McCann, Oxford University Press; Class handouts or online resources as assigned.

Description of the Course and Course Objective and Learning Outcomes: This course is one credit hour. Please note that ABA Standard 310 requires that students devote 120 minutes to out-of-class preparation for every “classroom hour” of in class instruction. It is expected that you will spend two hours preparing for every hour of in class instruction.

By the end of this course, students will be able to: understand and appreciate the disparate legal concepts which are commonly associated with “sports law” and identify the areas of legal study and career pathways that could lead to a practice devoted to sport at all levels.

COURSE POLICIES

Attendance: This is a compressed course. Attendance during all class hours is mandatory. Attendance will be taken at each class meeting. If there is some reason why you must miss class, please contact me in advance via telephone or email and ask for an excused absence. The law school’s policy on attendance can be found at: <https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies>.

UNIVERSITY POLICIES

University Policy on Academic Misconduct

UF students are bound by The Honor Pledge, which states: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: ‘On my honor, I have neither given nor received unauthorized aid in doing this assignment.’” The Honor Code (<https://sccr.dso.ufl.edu/students/student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities should register first with the Office of the Dean of Students (<https://www.dso.ufl.edu/drc/>). The Office of the Dean of Students will provide documentation

to the student who then must provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking quizzes or exams. Because accommodations are not retroactive, students should contact the Office of the Dean of Students as soon as possible in the semester for which they are seeking accommodation.

Class Recordings *[updates are pending to this section]*

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Etiquette: Communication Courtesy: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, chats and in class discussions. Please do not disparage or discourage others’ views and participations.

Academic honesty: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies>

Class Schedule: This is a compressed course. We will meet on _____ at _____.

Online Course Evaluations: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email, they receive from GatorEvals in their Canvas course menu under GatorEvals or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

GRADING POLICIES

Grading: This class is graded. {Insert grade allocation}

The Levin College of Law's mean and mandatory distributions are posted on the College's website and this class adheres to that posted grading policy. The following chart describes the specific letter grade/grade point equivalent in place:

Letter Grade	Point Equivalent
A (Excellent)	4.0
A-	3.67
B+	3.33
B	3.0
B-	2.67
C+	2.33
C (Satisfactory)	2.0
C-	1.67
D+	1.33
D (Poor)	1.0
D-	0.67
E (Failure)	0.0

The law school grading policy is available at: <https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies>

COURSE SCHEDULE

Day/Time	Date	Topic	Reading	Assignment
Day 1	January 9 th	- Class 1 – Introduction - The Business and Legal Structure of Sports – Part 1 - The Business and Legal Structure of Sports – Part 2	McCann, Ch. 1 Ch. 2, 3, 4, 13	
Day 2	January 10 th	- Media Rights - Part 1 - Media Rights – Part 2 - Gender Inequality in Sports	Ch. 17 Ch. 20	
Day 3	January 11 th	- Brand Protection and Licensing - NIL Issues in Sports (Guest Speaker) - Blockchain/NFT's (Guest Speaker)	Ch. 24, 28	
Day 4	January 12 th	- Role of Technology - Sports Betting – Legal Landscape (Guest Speaker) - Sports Betting – Implementation (Guest Speaker)	Ch. 25 Ch. 16, 13	
Day 5	January 13 th	- Sponsorship - The Traveling Circus that is a PGA TOUR event – Legal Implications	Ch. 8	

Disclaimer: This syllabus represents my current plans and objectives. Those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

COURSE SYLLABUS

1. Class 1- Introduction

- a. Introduction to Professor and scheduled guest speakers. Examination of their career paths
- b. So much of law, if not all of law, is about human and societal interaction – how people coexist. Sport is something that entertains people, that creates loyalty and passion, and can aggregate large numbers of people to consume and enjoy it. This intense interest of many people is what creates business – the opportunity for companies to be associated with and a part of something that people will pay for the privilege of consuming. The desire to own teams and players, broadcast coverage of competitions, associate brands with sport....all of this creates commerce and commerce draws regulation, requires legal relationships, and often gives rise to disputes.
- c. What is sports law? All the areas of law it touches.
- d. Overview of the course and the areas of law that will be highlighted

- e. What is it like to be an attorney for sports organization?
 - i. Law firm v. In house
 - f. Intro to the textbook and suggested materials.
 - g. Reading for Class 1:
- 2. The Business and Legal Structure of Sports – Part 1
 - a. Governing Bodies
 - b. How Team Sports is organized – Case study, NFL
 - c. How Individual Sports are organized - Case Study, PGA TOUR
 - d. How players interact with their sport under each model
 - e. Leagues vs Player Associations
 - f. Employees vs. Independent Contractors
 - i. Teams' vs Individual Competitors
 - ii. League vs. Players Association
 - iii. When both are combined - Tax exempt status/membership organization
 - g. Reading for Class 2:
- 3. The Business and Legal Structure of Sports – Part 2
 - a. Assignment/Aggregation of key rights
 - b. Where does all the money come from?
 - c. How are players compensated?
 - d. What rights do players retain and how can they be monetized?
 - e. Reading for Class 3:
- 4. Media Rights - Part 1
 - a. What areas of law are involved? Copyright/FCC/Contracts
 - b. Sports Media Landscape
 - i. Broadcast Networks/Cable Networks/Streaming Platforms
 - ii. Business model for each
 - iii. Content Production – labor unions
 - c. Sports League as Media Company/Media Company as sports league (F1/Liberty)
 - d. Reading for Class 4:
- 5. Media Rights – Part 2
 - a. Media Rights Distribution Strategy
 - i. When does the knife become too sharp? NFL case study – Sunday Ticket vs Red Zone vs NFL+

- b. Negotiating Media Rights Contracts
 - c. Managing Global distribution
 - d. Reading for Class 5:
- 6. NIL Issues in Sports (Guest Speaker)
 - a. Legal construct (seminal case review)
 - b. Professional Athletes – what belongs to team/league vs what belongs to athletes?
 - c. College rules – current state – where will this go?
 - d. Reading for Class 6:
- 7. Blockchain/NFT's (Guest Speaker)
 - a. Technical construct
 - b. Legal construct
 - c. How sports are engaged
 - d. Reading for Class 7:
- 8. Sponsorship
 - a. What areas of law are involved? Trademark/Licensing/Contracts
 - b. Negotiating Sponsorship Contracts
 - i. Category Definition
 - ii. Benefits
 - c. Major legal case – MasterCard/FIFA
 - d. Reading for Class 8:
- 9. Brand Protection and Licensing
 - a. What areas of law are involved? Trademark/Licensing/Contracts
 - b. Trademark Portfolio Protection and Management
 - c. Disaster of “PGA” as a trademark
 - d. Creation of New Brands
 - e. Growing value of Merchandise rights
 - f. Reading for Class 9:
- 10. Sports Betting – Legal Landscape (Guest Speaker)
 - a. Review of recent case law
 - b. State vs Federal legislation
 - c. Status of legalization across all states and impact of disparate laws and regulations
 - d. Reading for Class 10:

11. Sports Betting – Implementation (Guest Speaker)
 - a. How to interface with fans/consumers
 - b. Betting content
 - c. Relationship to actual betting houses
 - d. Reading for Class 11:
12. Role of Technology
 - a. What areas of law are involved? Copyright/Patent
 - b. Vendor relationships and issues
 - c. Technology development and protection - Patent counsel/program
 - d. Reading for Class 12:
13. The Traveling Circus that is a PGA TOUR event – Legal Implications
 - a. Scope of Weekly Move
 - b. Liability Issues
 - c. Implications of varying state and local regulations
 - d. Treatment of employee's state citizenship for tax purposes
 - e. Reading for Class 13:
14. Gender Inequality in Sports
 - a. Review of Landscape of Inequality
 - b. Sports organized by one regulatory body (FIFA/World Cup)
 - c. Professional Sports in General
 - d. What are the causes of pay inequality?
 - e. What are sports doing to address them?
 - f. What legislation would facilitate change?
 - g. Reading for Class 14: