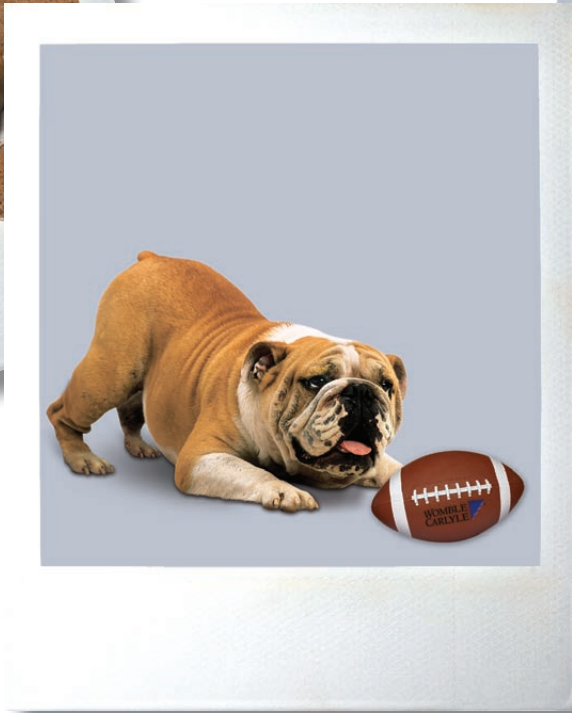


# Sports & Entertainment Practice



## Firm Core Values

Womble Carlyle holds fast to the same core values on which our firm's first 130 years have been built. The core values that guide us are as follows:

### Integrity

We will uphold the highest standards of ethics and integrity; integrity to us means more than being honest or not cutting corners, it means sacrificing financial gain in order to do the honorable thing.

### Devotion to Clients

We have a passionate devotion to the well-being of our clients and a steadfast commitment to apply the professional skill and innovation needed to help our clients succeed.

### Respect for the Individual

Our lawyers and staff alike are members of a team, of which each person is an integral part. We are dedicated to working together as a team for the betterment of our firm and our clients.

[www.wcsr.com](http://www.wcsr.com)

## OUR MAJOR LEAGUE SERVICES TO HELP YOU SUCCEED

Big time players need a big time law firm. At Womble Carlyle, our lawyers have wide-ranging experience in providing business and legal counsel to clients involved in various aspects of the sports and entertainment industry. Utilizing the deep bench of talent and resources at our 500+ lawyer firm, we add value in the following areas to help you reach your business goals:

- Capitalizing on existing firm relationships with potential funding sources to facilitate your transactions;
- Assembling the right teams and expertise for your deals;
- Facilitating introductions for endorsement opportunities;
- Assisting with pitches and presentations; and
- Working in cooperation with your other advisors and agents to help you succeed – a true team effort.



## Game Plan for Success

### Key Plans for Maximum Protection:

#### Business Fitness Assessment

- Corporate Organization Review
- Business Ownership/Investment Review
- Asset Protection Plan Review

#### Business Organization Protection

- For Profit: Incorporate Yourself
- Non-Profit: Incorporate Community Service Vehicle (Do Good with Tax Benefits)

#### Brand Protection

- Name/Nickname Trademark Protection
- Identify Endorsement Opportunities
- Endorsement Deal Negotiation

#### Family Future Protection

- Protection of Assets from Lawsuits
- Protection of Family from Excess Taxation (Trusts & Estates)
- Protection of Kids Educational Funding

#### Investment Protection

- Examine Legitimacy of Deals - Due Diligence for Maximum Protection
- Structure Deals for Maximum Protection
- Negotiate/Draft Legal Documents for Maximum Protection

#### Acquisition Protection

- Identify and Review of Opportunities to buy Businesses
- Structure Deals for Maximum Protection
- Negotiate/Draft Legal Documents for Maximum Protection

## CONTACTS:

Bernard Coleman  
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BColeman@wcsr.com

## Womble by the Numbers

**500+** LAWYERS

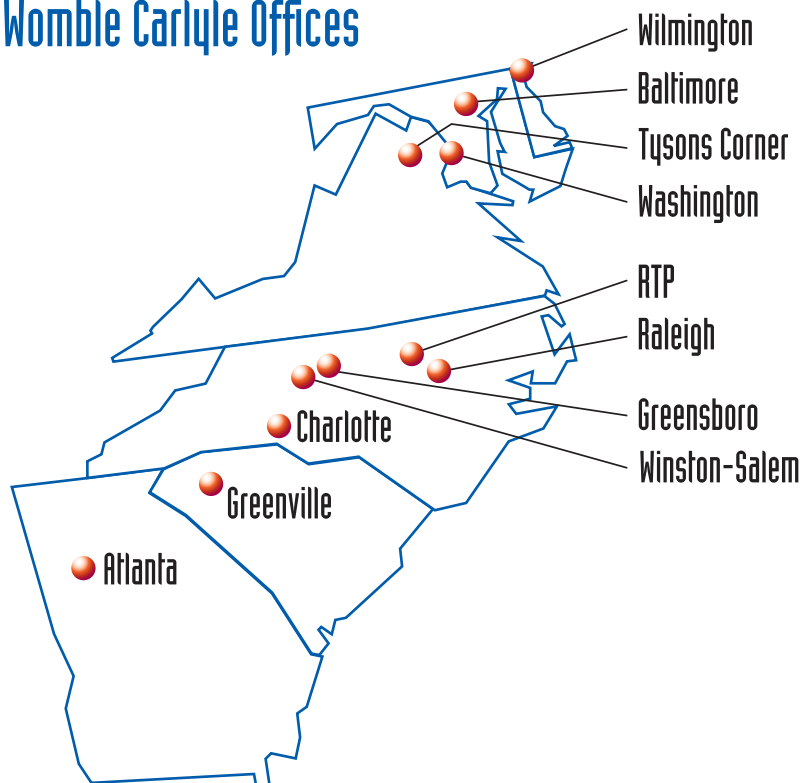
**11** OFFICES IN 6 STATES AND WASHINGTON, D.C.

**33** LAWYERS NAMED BEST IN FIELD BY *CHAMBERS USA 2010*

**106** LAWYERS SELECTED FOR *2010 BEST LAWYERS IN AMERICA*

Founded in 1876, Womble Carlyle has evolved into one of the top 100 law firms in the country, providing a full spectrum of legal services to support the business needs of corporate clients that range from start-up enterprises to Fortune 500 companies of global scope. In addition, the firm offers clients a variety of innovative business solutions that include a unique Case Management Facility designed to help companies win complex multi-district litigation and reduce costs.

## Womble Carlyle Offices



## One Stop Legal Shop

### Representative Clients

- Sports: Evander Holyfield, Dale Davis, Dale Earnhardt Jr.
- Banks: BB&T, Wachovia, Bank of America, JPMorgan Chase
- Private Equity and Venture Capital Funds
- Real Estate Developers
- Fortune 500: Reynolds American, Inc., Lowe's Companies, Inc.
- Companies in every major industry (Real Estate, Non-Profits, Media and Entertainment, Manufacturing, Technology, Green, etc....)

### Representative Matters

- Representation of the only four-time heavyweight boxing champion in history in negotiating (i) a heavyweight title bout, (ii) national television commercial for a major fast food chain, and (iii) product endorsement deals.
- Representation of a former National Basketball Association (NBA) player in exploring acquisition of automobile dealership.
- Representation of restaurant in its sale to National Basketball Association (NBA) player with the Atlanta Hawks.

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