

Maidie E. Oliveau



Maidie Oliveau is a full-time arbitrator with an extensive history of work in the sports industry, including a long-time emphasis on Olympic-related matters. She has served as chair, sole arbitrator and a member of the panel on numerous CAS cases, and on five Ad Hoc Divisions, on international and domestic commercial, disciplinary and eligibility disputes through the American Arbitration Association, and the International Centre for Dispute Resolution.

In her multi-faceted legal practice of forty-five years, Maidie worked on numerous first-of-its-kind transactions and developed creative and innovative solutions to client challenges. Her client work involved Olympic sponsorship transactions, governance and compliance investigations and counsel, licensing transactions for television and streaming rights, naming rights transactions, numerous commercial sponsorships, and event-related arrangements for single sport and multi-sport domestic and international, professional and collegiate events, acquisitions of sports events and/or clubs, and trademark protection.

Chambers USA and *Legal 500* have consistently ranked Maidie. *Who's Who Legal* has recognized Maidie as one of the "Most Highly Regarded Individuals" in Sports Law. Maidie has been named a "Game Changer" by *Sports Business Journal* and was honored with the Woman Sports Lawyer Award at the 2012 Sports Lawyers Association conference. *Best Lawyers* has also recognized Maidie as one of the "Best Lawyers" in Sports Law for 2024.

Representative Work

Maidie's multiple roles in the sports industry are reflected in the examples below of some of the transactions and projects she negotiated and/or oversaw:

- Part of the team that organized the Los Angeles Olympic Games in 1984.
- Counsel to Intel in connection with various sports rights transactions, including its worldwide partnership agreement with the International Olympic Committee and promotional rights agreement with the National Football League.
- Review and assessment investigations for the United States Olympic & Paralympic Committee of compliance by national governing bodies with their own Bylaws, the Ted Stevens Olympic and Amateur Sports Act, and the USOPC Bylaws.
- Big Ten Media Properties' sublicense of the media rights to the Big Ten Conference's sports events, for \$2 billion-plus, to ESPN, CBS and FOX. This included reflecting the complex media market, multiple telecasters, and sports, while conducting negotiations with the counterparties.
- Counsel to Under Armour in connection with various sponsorship relationships with pro leagues and colleges.
- The successful bid by the New Orleans College Football Host Committee, and its member, the Sugar Bowl, to host College Football Playoff national championship games and the Sugar Bowl's hosting of the College Football Playoff quarterfinal and semifinal games.
- The negotiation of Sugar Bowl's sponsorship agreements and various game-related issues.
- The Sugar Bowl's participation in the Bowl Championship Series (BCS) format, and its title

sponsorship deal with Allstate (and previously with Nokia and USF&G).

- Pro Bono General Counsel for the successful Special Olympics World Summer Games held in Los Angeles in 2015, dealing with all legal matters for the Organizing Committee, from the bid to the hosting of the Games, such as the grant of telecast rights to ESPN, sponsorship and venue agreements, and all major event-related issues
- Negotiation for the acquisition of the BNP Paribas Open, the most attended tennis tournament in the world outside of the four Grand Slams, and the 55 acres of the Indian Wells Tennis Garden.
- Negotiation of numerous NHL Enterprises sponsorship-related transactions.
- Negotiation on behalf of Pacific Bell of the original Oracle Park naming rights agreement (formerly AT&T Park, SBC Park, and Pacific Bell Park), home of the San Francisco Giants,.
- Negotiation of The Tennis Channel's acquisition of media rights to two Grand Slam tournaments, Roland-Garros, as well as the US Open, and related transactions involving ESPN.
- Counsel to numerous professional athletes, including Arthur Ashe, Stan Smith, Tracy Austin, Mitch Kupchak, and Tai Babilonia.
- Managing Director (and first employee) of the Women's International Professional Tennis Council (now the WTA Tour).

Professional Associations

Maidie is on the Board of Directors of the Sports Lawyers Association, and the editorial board of the American Bar Association's (ABA) Entertainment and Sports Forum. She has also frequently contributed and spoken at conferences in the business of sports and entertainment, including the Sports Lawyers Association annual conference, the ABA's Entertainment & Sports Forum, the Court of Arbitration for Sport's periodic Seminars and various other law schools and conferences. She also has served on the Advisory Board of the Los Angeles Sports & Entertainment Commission and on the Board of Advisors of the National Sports Law Institute.

Bar Admissions: California, New York

Education: Georgetown University Law Center, JD; Georgetown University, BS

She is fluent in French, in addition to English, and understands several other languages.