

Maidie E. Oliveau



Full-time arbitrator whose long history of work in the sports industry includes a special emphasis on Olympic-related matters. She has served as chair, sole arbitrator and a member of the panel on numerous CAS cases, including on five Ad Hoc Divisions, and on international and domestic commercial disputes through the American Arbitration Association and International Centre for Dispute Resolution.

In her multi-faceted legal practice, she worked on numerous first-of-its-kind transactions and developed creative and innovative solutions to client challenges. Her work has been with respect to Olympic sponsorship transactions, governance and compliance, licensing transactions for television and streaming rights, naming rights, sponsorships, and event-related arrangements for single sport and multi-sport domestic and international events, professional and collegiate; acquisitions of sports events and/or clubs; and trademark protection.

Maidie has been consistently ranked in *Chambers USA* and *Legal 500*. *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 Lawyer Association conference. In 2014, Maidie was honored with the Trailblazer Award at the 6th Annual Kids in Sports (KIS) Circle of Excellence Awards reception. Maidie has also been recognized by *Best Lawyers* as one of the "Best Lawyers" for 2024 in Sports Law.

Representative Work

Maidie has had multiple roles in the sports industry and negotiated and/or oversaw hundreds of transactions and projects, with a few notable examples being:

- 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.
- Counseled 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).

- Acting as 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
- Negotiating 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.
- Negotiating numerous NHL Enterprises sponsorship-related transactions.
- Negotiating the original Oracle Park naming rights agreement (formerly AT&T Park, SBC Park, and Pacific Bell Park), home of the San Francisco Giants, on behalf of Pacific Bell.
- Negotiating The Tennis Channel's acquisition of media rights to two Grand Slam tournaments, Roland-Garros and the related media rights agreement with the French Tennis Federation, as well as the US Open and related transactions involving ESPN.
- Handling numerous professional athletes' matters, including for Arthur Ashe, Stan Smith, Tracy Austin, Mitch Kupchak, and Tai Babilonia.
- Served as 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 is also a frequent contributor and speaker to 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's periodic Seminars and various other law schools and conferences. She also serves on the Advisory Board of the Los Angeles Sports & Entertainment Commission and sits 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 speaks fluent French with native capability and understands several other languages.