



## Maidie E Oliveau

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Maidie Oliveau is counsel in the Los Angeles office of Arent Fox. Her practice focuses on sports-related transactions and arbitration.

Maidie has developed a multi-faceted practice including television, new media, naming rights, sponsorships and event-related rights, including single sport and multi-sport international events; acquisitions of sports events and/or clubs; trademark protection; and US and international sports arbitration. Her clients include professional teams and leagues, event and facility owners, sponsor corporations, television and new media distributors, and Olympic sport governing bodies.

Maidie is recognized as a leading sports attorney by *Chambers USA*. As noted in *Chambers USA*, "Maidie is praised as a "commercial and practical" attorney with wide-ranging experience in numerous areas of sports law."

Since May 1997, she has served as an arbitrator on the Court of Arbitration for Sport (CAS). In addition, Maidie is on the panel of the American Arbitration Association (AAA) and International Center for Dispute Resolution. She has also acted as a sole arbitrator or a member of the tribunal (including as the chair of the tribunal) in numerous CAS and AAA doping, eligibility or other cases.

### Recognitions

Maidie has been consistently ranked in *Chambers USA*. *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 San Diego. In 2014, Maidie was honored with the Trailblazer Award at the 6th Annual Kids in Sports (KIS) Circle of Excellence Awards reception.

### Professional Activities

Maidie was appointed as one of 12 arbitrators worldwide on the ad hoc Division of the CAS during the Olympic Games in 2012 in London, 2004 in Athens and in 2000 in Sydney, where she was on the panel of arbitrators which decided the controversial case involving the Romanian

### Practices and Industries

Corporate & Securities

Intellectual Property

International Arbitration & Dispute Resolution

Sports



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gymnast, Andreea Raducan, who lost a gold medal after testing positive for pseudoephedrine, a common cold medicine. She was also appointed as one of nine arbitrators worldwide on the ad hoc Division of the CAS during the Olympic Winter Games in 2002 in Salt Lake and in 2006 in Turin. Maidie is 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, and is on the editorial board of the American Bar Association's (ABA) Entertainment and Sports Forum. .In addition, Maidie was on the Board of Directors of the 2015 Special Olympics World Summer Games Organizing Committee.

## **Representative Work**

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Maidie has worked in the sports industry for more than 30 years. She has negotiated and/or administered hundreds of transactions, including:

- Counseled 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.
- 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 the College Football Playoff national championship game in 2020 and the Sugar Bowl's hosting of the College Football Playoff semifinal game every four years.
- 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
- Epson America's major September 2015 promotion "Swimming in Ink" in Times Square, New York, featuring the U.S. Synchronized Swim team.
- CineSport's sale of its leading sports video digital network to One Up.
- The acquisition of multiple endurance events by Southland Events LLC.
- Epson America's negotiation of endorsement agreements with celebrities for its Pulsense™ product.
- Tampa Bay Lightning's long-term exclusive media rights agreement with the Fox Sports-owned Sun Sports regional sports network.
- 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.
- Seiko Epson's worldwide sponsorship of the English Premier League club, Manchester United.



- Numerous NHL Enterprises sponsorship related transactions.
- Matters involving the United States Olympic Committee and multiple sport governance related matters
- The AT&T Park naming rights agreement (formerly SBC Park and Pacific Bell Park), home of the San Francisco Giants, on behalf of Pacific Bell.
- CineSport's agreements with numerous local media affiliates and content licensors.
- The Detroit Pistons and Oklahoma City Thunder's grant of telecast rights to their local regional sports networks.
- The Tennis Channel's acquisition of 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.
- AstraZeneca and its CRESTOR brand sponsorship of the PGA Tour.
- Numerous professional athletes' matters, including for Arthur Ashe, Stan Smith, Tracy Austin, Mitch Kupchak and Tai Babilonia.

In 1990, Maidie established LawSports, a boutique firm in Los Angeles. Prior to founding LawSports, Maidie was senior vice president and general counsel to DelWilber + Associates (DWA), where she administered sponsorship contract commitments and handled the general legal affairs of DWA. She came to DWA from the Women's International Professional Tennis Council (now the WTA Tour) where she was its managing director. Prior to that she was part of the team that organized the Los Angeles Olympic Games in 1984.

## News Publications

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Maidie has authored articles and been profiled in various publications, such as:

- "Reflections on the Olympic Arbitration System," *ADR Times*: Vlog; June 22, 2012
- "Olympic Arbitration Timelines," *ADR Times*: Vlog; June 22, 2012
- "Olympic Eligibility Requirements and Arbitration," *ADR Times*: Vlog; June 22, 2012
- "Olympic Sports Law Round Table," *ADR Times*: Vlog; June 22, 2012
- "Apolo Ohno and Paul Hamm Olympics Arbitration Cases," *ADR Times*: Vlog; June 22, 2012
- "Navigating the Labyrinth of 'Amateur' Sports ADR Procedures," *Dispute Resolution Magazine*; 2007
- "Hot Trends In Sports, The 'New Media,'" *Entertainment and Sports Lawyer*; 2006
- "An Inside Look at Dispute Resolution on the Occasion of The Olympic Games," *LCIA Arbitration and ADR Worldwide*; 2006
- "What's in a Name? Or, Why Pay Millions to Name a Building?" *ABA's Entertainment and Sports Lawyer*; 2005
- "Paul Hamm Wins Fight to Keep Gold Medal – An American Arbitrator on the Court of Arbitration for Sport Explains How it All Works," *ABA's Entertainment and Sports Lawyer*; 2004



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## **Bar and Court Admissions**

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California Bar  
New York Bar

## **Education**

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Georgetown University Law Center, JD  
Georgetown University, BS

## **Life Beyond the Law**

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Maidie sits on the board of trustees of the California State Parks Foundation, an independent, nonprofit membership organization dedicated to protecting and enhancing California's 278 state parks. She was also a member of the Board of Directors of the 2015 Special Olympics World Summer Games Organizing Committee, which successfully held the privately financed largest sports and humanitarian event in Los Angeles in 2015. She speaks fluent French with native capability and understands several other languages. She is very fond of outdoor activities, participates in triathlons, and is a frequent hiker and swimmer.

