



Maidie E. Oliveau

COUNSEL

Maidie is Counsel in the Los Angeles office.



Industries

Sports

Practices

Corporate & Securities
International Arbitration & Dispute Resolution
Trademark

International

Europe

Education

Georgetown Law JD, 1977
Georgetown University BS, 1974

Offices

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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 streaming distributors, and Olympic sport governing bodies.

Maidie is recognized as a leading sports attorney by *Chambers USA* and *Legal 500*. As noted in *Chambers USA*, "Maidie is praised as a "commercial and practical" attorney with wide-ranging experience in numerous areas of sports law." One client describes her as "absolutely fantastic," explaining that "she understands the industry well, and can educate us on the legal and practical issues," and another notes that "she knows our business inside and out." According to *Legal 500*, clients call on Maidie for her "deep sports law experience" and note she "instills confidence in decision making."

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 acted as an arbitrator in international AAA cases as well as numerous cases brought under the US Anti-Doping Agency protocol and the US Olympic & Paralympic Committee Bylaws.

Representative Work

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 & Paralympic Committee and multiple compliance related sport governance investigations.
- 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.
- 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 DeWilder + 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.

Professional Activities

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.

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 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.

Life Beyond the Law

Maidie was 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.

Publications, Presentations & 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.

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

- "The evolution of digital media strategies in Major League sports and the legal issues they raise," *LawInSport*; January 7, 2019
- "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

Maidie's speaking engagements include:

- *Sports Lawyers Association Conference*

- Topic: The Court of Arbitration for Sport (CAS) Update: Recent Developments in Procedure and Disputes Involving the Olympic Games, Soccer, Doping and Sport Governance, May 2019 (Phoenix, AZ)
- *Sports Lawyers Association Conference*
Topic: Global Update on Anti-Doping, May 2017 (Denver, CO)
 - *Los Angeles County Bar Association Entertainment Law and Intellectual Property Section*
Topic: Hot Topics in the Sports Industry: An Evolving Business and Legal Landscape, April 2017 (Los Angeles, CA)
 - *PLI, “Technotainment” 2014: Distributing Content Across Multiple Platforms*
Topic: How Do I Get My Sports? TV, TV Everywhere and Brand Extension, September 2014 (San Francisco, CA) and October 2014 (New York, NY)
 - *Lim Ruger Presents Women@theTable*
Topic: How Women Approach Business Relationships, September 2014
 - *Intellectual Property Institute – State Bar of California*
Topic: The World of College Athletics and Their IP, November 2013
 - *Ketchum Sports & Entertainment (Public Relations Firm)*
Topic: Briefing re Olympic Restrictions, November 2013
 - *NAFTA Advisory Committee on Private Commercial Dispute Resolution Outreach Program*
Topic: Entertainment, Media and Sports Industries’ Current and Future Use of ADR, September 2013
Los Angeles, CA
 - *American Bar Association (ABA) Annual Meeting*
Topic: What’s in a Name? Rights of Publicity and Trademarks in Social Media and the Tool of Valuation, August 2013
San Francisco, CA
 - *The State Bar of California IP in Entertainment and Media Program*
Topic: Protecting the Image and Brand of Entertainers and Athletes, June 2013
Los Angeles, CA
 - *United States Olympic Committee Best Practices NGB Seminar*
Topic: Arbitrations – Understanding the Process, November 2012
Colorado Springs, CO
 - *ISDE LLM Program in International and Comparative Sports Law*
Topic: Case Study – 2012 London Olympic Games, October 2012
New York, NY
 - *National Sports Law Institute’s 2012 Fall Conference: Current Legal and Business Issues Affecting International and Professional Sports*
Topic: Olympic and International Dispute Resolution, October 2012
Milwaukee, WI
 - *Media Law Resource Center*
Topic: Sports and Intellectual Property, October 2012
Los Angeles, CA
 - *ABA Forum on the Entertainment and Sports Industries*
Topic: From Behind the Scenes at the 2012 London Olympic Games, October 2012
Las Vegas, NV
 - *Sports Lawyers Association Conference*
Topic: The Olympic Games as a Showcase–Anticipated Issues, May 2012
San Diego, CA
 - *USC Conference on Sports: The Olympics*
Topic: Selling the Games: Marketers and Executives Discuss the Business of the 1984 Olympic Games, February 2012
Los Angeles, CA
 - *ABA Forum on the Entertainment and Sports Industries – Annual Meeting*
Topic: Right of Publicity and Social Media Legal Update in Professional & Amateur Sport, October 2011
New York, NY
 - *Dodger Blue in the Red Ink*
Topic: Recent Dodger Bankruptcy Filing – Legal and Business Implications, July 2011
Los Angeles, CA

United States Olympic Committee Best Practices NGB Seminar

Topic: Arbitration, Perspective of the American Arbitration Association, 2011
Colorado Springs, CO

- *Sports Lawyers Association Conference*
Topic: Treating Your Fans Well While Preserving Your Revenue Streams! Blogs, User Generated Content, Fair Use, Data Protection, Content Integration – Lessons Learned, May 2011
Washington, DC
- *Los Angeles County Bar Association*
Antitrust and Unfair Business Practices Section Topic: Joint Ventures and Brand Licensing following American Needle, April 2011
Los Angeles, CA
- *Loyola Sports Law Symposium*
Topic: The Business of Sports in a Troubled Economy, October 2010
Los Angeles, CA
- *ABA Forum on the Entertainment and Sports Industries*
Webinar: Network to Blog - Old vs. New Media: What You Need to Know in Sports Deals, June 2010
Los Angeles, CA
- *Sports Lawyers Association Conference*
Topic: Report From Vancouver: Legal Issues in Olympic Sport, May 2010
Phoenix, AZ
- *ABA International Section Annual Meeting*
Topic: So You Want to be an Arbitrator? 2010
New York, NY
- *University of Southern California Sports Law Class*
Topic: Arbitration in Sports Disputes, 2010
Los Angeles, CA
- *ABA Forum on the Entertainment and Sports Industries*
Topic: Negotiating Sponsorship, Media and New Media Transactions, October 2009
New York, NY
- *ABA Dispute Resolution 2009 Annual Meeting*
Topic: Taking Stock After the Olympics: The Role of Sports Arbitration
New York, NY
- *Arbitrating Sports, Straus Institute for Dispute Resolution*
Topic: Dispute Resolution at the Olympic Games, February 2009
Los Angeles, CA
- *11th ALI-ABA Course of Study: Entertainment, Arts, and Sports Law*
Topic: The Sports Industry: Negotiating Marketing and Broadcast Agreements
Topic: Sports Litigation and Arbitration, January 2009
Los Angeles, CA
- *Human Growth Hormone Conference, UCLA Office of Continuing Medical Education*
Topic: Regulation of HGH by Amateur and Professional Sports Leagues, 2008
Los Angeles, CA
- *Sports Lawyer Association Annual Conference*
Topic: Road to the Beijing Olympic Games: Legal and Business Issues in Staging Major Sports Events
Topic: The Globalization of Sports: Legal Issues in Negotiating International Sports Deals, May 2008
San Francisco, CA
- *ABA Forum on the Entertainment and Sports Industries*
Topic: The Road to Beijing – The Latest Issues in Olympic and Amateur Sport, 2007
New York, NY
- *Court of Arbitration for Sport Seminar*
Topic: The CAS Ad Hoc Division from the Arbitrator's Point of View, 2007
Lake Naivasha, Kenya
- *U.S. Olympic Committee Legal Best Practices*
NGB Seminar
Topic: Arbitration of Complaints; and Disciplinary/Discrimination/Harassment Investigations, 2007

Colorado Springs, CO

- *Sports Events Marketing Experience*
Topic: Sports Law and Athlete Representation, 2007
Los Angeles, CA
- *International Seminar on Arbitration for Sports*
Topic: U.S. Sports Arbitration Procedures – A General Overview, 2006
Wuhan, China
- *Sports Lawyers Association Conference*
Topic: Torino 2006: Overview of Court of Arbitration for Sport Cases; and Arbitrating and Litigating Disciplinary Issues and Penalties in Professional Sports (Arbitration of Olympic Sport Disciplinary Issues), 2006
Toronto, Ont., Canada
- *ABA Forum on the Entertainment and Sports Industries*
Topic: Current Legal Issues in Amateur & Olympic Sport; and The Digitization of Sports: A Legal and Business Affairs Perspective, 2006
Los Angeles, CA
- *Women in Sports Business Symposium*
Warsaw Sports Marketing Center, University of Oregon
Topic: Sponsorship Trends, 2005
Oregon, USA
- *Loyola Sports Law Institute Symposium*
Topic: Drug Issues in Amateur and International Sports, 2004
Los Angeles, CA
- *ABA Forum on the Entertainment and Sports Industries*
Topics: Resolving Athlete Eligibility and Compensation Disputes in the Olympic, NCAA and Professional Sports World; Ethics & Economics of Maintaining an Entertainment Law Practice, 2004
Los Angeles, CA
- *Sports Lawyers Association Conference*
Topic: Negotiating Sports Broadcast Agreements, 2003
Phoenix, AZ
- *Georgetown University Law Center West Coast Women's Forum*
Topic: Global Economy: The Role of the Lawyer as Substantive Expert, Deal Maker & Negotiator, 2003
Los Angeles, CA
- *International Bar Association Annual Meeting*
Topic: Sport as an Entertainment Business, 2003
San Francisco, CA
- *London Court of International Arbitration*
Topic: Luncheon speaker on the Court of Arbitration for Sport, 2002
Tylney Hall, UK
- *College Athletic Directors Conference*
Topic: Ins and Outs of Successful Naming Rights Deals, 2001
San Pedro, CA
- *IEG Conference*
Roundtable Topic: Ins and Outs of Negotiating Naming Rights Agreements, 2001
Chicago, IL
- *IEG Conference*
Topic: Ins and Outs of Negotiating Naming Rights, 2000
Chicago, IL
- *Teams Conference & Expo*
Topic: The Sponsor's View: What Every Event Organizer Needs To Know, 2000
Dallas, TX

Bar Admissions

California

New York