



Luke A. Fedlam

partner

Luke leads the Sports Law Practice Group. As a non-agent sports attorney, he brings a well-rounded approach to the challenges athletes face at any phase of their career. Working with an athlete's team of advisors, he provides the essential, objective and balanced counsel necessary to leverage the matter at hand.

Luke regularly advises a range of clients – from student athletes transitioning into professional sports, professional athletes navigating life on a team, to retiring athletes creating the game plan for their life after sports – on matters including marketing contract analysis, immigration issues, investment opportunity due diligence, asset protection, real estate development, brand and mark protection, as well as trust and estates.

Luke is co-executive director of the College Basketball Parents Association (CBPA), an organization focused on educating and providing resources to NCAA college basketball parents. He is also the host of the podcast, *Protecting Your Possibilities* and leads the educational advisory firm, Anomaly Sports Group.

Prior to joining Porter Wright, Luke served as a legal manager in the mergers and acquisitions area, and director of business development at The Scotts Miracle-Gro Company.

BAR ADMISSIONS

- Ohio

PRESENTATIONS

- "Sports Law 2021," Practising Law Institute, Oct. 4, 2021
- "Game Changer: The New NCAA NIL Rules," Columbus Metropolitan Club, Aug. 4, 2021
- "Name, Image and Likeness," MBK Summer Learning Series, July 27, 2021
- "Get In the Game: The Business of Sports," Franklin University Leadership Center, Feb. 18, 2021
- "Name Image and Likeness: The Convergence of the Black Student Athlete and Black Advisor," Diverse Representation, Feb. 17, 2021

CONTACT

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SOCIAL MEDIA

Podcast

protectingyourpossibilities.com

Twitter

@LukeFedlam

EDUCATION

The Ohio State University Michael
E. Moritz College of Law, J.D., 2013

Wake Forest University, B.A., 2001

SERVICES

Sports

Entrepreneurship & Startups

Mergers & Acquisitions

Intellectual Property

Business Growth & Operation

Tax, Estate Planning & Personal Wealth

- “Student-Athlete Rights (NCAA) is a Civil Rights and Social Justice Issue,” The Equity Summit, Feb. 4, 2021
- “IP in Sports & Entertainment,” Tulane Sports Law Society, Jan. 14, 2021
- “Effective Communication Panel,” Columbus Bar Association, Barrister Leadership Program, Jan. 14, 2021
- “Mo’ Money, Mo’ Problems. Preparing Yourself for the NIL Environment,” University of Texas, Black Student Athlete Summit, Jan. 8, 2021
- “Name Image & Likeness: The Missing Part of the Conversation,” Black Student Athlete Summit, Jan. 8, 2021
- “Disruption in College Sports: The Evolution and Issues Surrounding Student-Athletes’ Name, Image and Likeness Rights,” American Bar Association Forum on the Entertainment and Sports Industries, Oct. 1, 2020
- “A Virtual Panel on the Social Impact of Name Image and Likeness on Student Athletes,” Champions for Philanthropy, Sept. 16, 2020
- “The Ethics of Athlete Education,” SCHEMA 2020 Symposium, July 17, 2020
- “Professional Athletes’ Money - The Legal and Financial Perspectives,” PLI Studio Briefing On-Demand, June 16, 2020
- “Getting Prepared: How Can Student-Athletes and Athletic Departments Prepare for NIL” Ohio State Sports and Society Initiative, May 26, 2020
- “Brand Equity: How will NIL Opportunities and Money From Brands Get Disseminated to College Student-Athletes?” Ohio State Sports and Society Initiative, May 19, 2020
- “What is Name, Image and Likeness?” Ohio State Sports and Society Initiative, May 12, 2020
- “Name, Image & Likeness: What Athletes Need to Know,” Tackle What’s Next Livestream, May 5, 2020
- “The Impact of Name, Image & Likeness on Athletes,” Tackle What’s Next Virtual Summit, April 3, 2020
- “Sports Law Spectrum,” National Black Law Students Association 52nd General Convention, March 6, 2020
- “A Conversation on the Convergence of Black Athletes, Advisors and Sports Professionals,” Diverse Representation Panel Discussion, Feb. 14, 2020
- “Oh the Places a Legal Career Can Take You!,” Ohio Women’s Bar Association and Ohio Women’s Bar Foundation Annual Conference, May 3, 2019
- “A Path to Passion,” Real Life Wednesdays, The Ohio State University, April 5, 2018
- “Creating Cohesive Teams: Managing Outside Counsel & Internal Relationships,” Central Ohio Association of Corporate Counsel, Feb. 26, 2018
- “Netting the Women’s Final Four: Cbus Cashes in on Amateur Sports,” Columbus Metropolitan Club, Nov. 15, 2017
- “Growing More Green Through Acquisitions: The Scotts Miracle-Gro Story,” Great Lakes Association for Corporate Growth Capital Connection Regional Conference, September 2016
- “Avoiding Deal Bedlam by Fedlam: Keys to a Successful Transaction,” Association for Corporate Growth Columbus Executive Leadership Series, July 2016
- “Slurs, Student-Athletes and Tattoos: Key Intellectual Property Battles in Sports and Their Implications,” Entertainment & Sports Law Symposium, Chapman University Fowler School of Law February 2015

- “So You Want to Go Pro: Legal and Financial Hurdles for Black Student Athletes,” Black Student Athlete Conference at the University of Texas, January 2015
- “Confronting Injustice with Authentic Voices: Effective Advocacy Skills in Contentious Public Controversies,” Association for Conflict Resolution Association, Oct. 8, 2014

PUBLICATIONS

- “New NIL laws may affect how businesses engage with student athletes,” *Columbus Bar Association*, July 23, 2021
- “The NCAA will temporarily allow student-athletes to raise money for COVID-19 - here's how they can protect themselves,” *National Law Journal*, April 15, 2020
- “A sports lawyer’s tips for elite college football players,” *1812*, Aug. 1, 2017
- “The legal and financial realities of professional sports for black males,” *Black Males and Intercollegiate Athletics: An Exploration of Problems and Solutions*, Emerald Group Publishing Limited, June 2015

PROFESSIONAL ASSOCIATIONS

- Columbus Bar Association, Board of Governors
- John Mercer Langston Bar Association
- American Bar Association, Forum on the Entertainment and Sports Industries
- Sport Lawyers Association

HONORS | AWARDS

- *Best Lawyers: Ones To Watch*, Corporate Law, 2021
- *Ohio Super Lawyers®*, Rising Stars Edition, 2016, 2019-2021
- *Columbus Business First*, 40 Under 40
- United Way of Central Ohio, Color Me Excellent Award, 2015
- African American Leadership Academy, Leadership Fellow, 2015
- American Law Institute, Scholarship and Leadership Awards, 2013
- Northeastern Regional Transactional Law Competition, “Best Written Agreement,” 2013
- Tulane Mardi Gras National Sports Law Moot Court Invitational, 2nd Place Oralist

COMMUNITY

- Capital University, Board of Trustees
- Greater Columbus Sports Commission, Board of Commissioners
- College Basketball Parents Association, Co-Executive Director
- Leadership Council on Legal Diversity, Fellow, 2018
- National Youth Advocate Program, Board Member
- Total Image Empowerment (T.I.E.), Board Member
- Alpha Phi Alpha Fraternity, Inc., Member