

INDUSTRIES

Sports and Entertainment

We handle all legal issues that arise in the Sports and Entertainment industry, both routine matters and the complex, unique questions that these two sectors can generate

From major sports events to cinematic productions, we are involved in every facet of the sports and entertainment industry. Our services range from matters related to event organization, production, and distribution to complex issues such as ambush marketing and partnerships among different market players.

In sports, we advise on investment projects, licensing agreements, brand management, and disputes involving industry players. Our team has extensive experience in landmark projects, which now lead the main initiatives that support the new era of major investments in Brazil's football business.

We act in various projects involving the incorporation of football corporations, known as SAFs, enabling professional management, attracting investors, and revitalizing the finances of clubs nationwide. SAFs address the risks that had deterred investors: clubs' liabilities can be restructured to ensure that they are not inherited by SAFs, and a special taxation system eliminates their disadvantage in comparison with associations.

Our clients include clubs, athletes, investors and World Cup organizers. We provided comprehensive legal support in the 2014 World Cup, and advised on management of the portfolio of brands associated with 2022 World Cup in Qatar.

In the entertainment industry, we assist companies, entrepreneurs, investors, and financiers in the audiovisual, music, gaming, media, and content production segments, across the whole range formats, channels, and platforms.

Our services cover trademarks, copyright, image and sound licenses, content production contracts, and litigation in different areas of the law, before both the courts and self-regulation entities. We also provide legal support for both traditional and innovative ventures in the cultural sector and the creative economy.

Corporate

We negotiate and draft contracts of all kinds, design corporate structures for new ventures, handle M&A and investment transactions, and act in corporate and business disputes.

Tax

We develop strategic tax approaches for investments, advise on tax structures, and act in strategic tax disputes.

Employment and Compliance

Our services cover employment contracts, profit-sharing and stock option plans, and individual and collective labor disputes. We help clients develop internal policies on workplace harassment, and provide legal support in human

resources practices, contracts with third-party service providers, and negotiations with labor unions.

Intellectual Property

We assist clients with image rights and management of brand portfolios, including filings, registrations, and oppositions with Brazil's National Institute of Industrial Property (INPI) and under the Madrid Protocol. We also handle litigation and ambush marketing cases, acting for both rights holders and companies seeking legitimate opportunities.

Real Estate

We provide legal support for infrastructure projects in the sports sector, including training grounds and sports academies.

Litigation and Arbitration

We act for sports and entertainment companies in lawsuits and arbitration proceedings involving breach of contract, liability claims, and collective claims.

› PROFESSIONALS

Professionals who combine legal insight and market perspective



Francisco Antunes Maciel Müssnich (Chico Müssnich)



Amir Achcar Bocayuva Cunha



Antonella Carminatti



Barbara Rosenberg



Felipe Galea



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Raquel Mansanaro



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Vitor Butruce



Thiago Frazão

Recognition

Ranked Firm - Media & Entertainment Chambers Global

Ranked Firm - Media & Entertainment Chambers Brazil

Recognized Firm - Sport & Entertainment Latin Lawyer 250

Ranked Firm - TMT: Media Legal 500