

## **SPORTS AND ENTERTAINMENT**

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Rutan offers the highest quality legal services to those within the sports field to ensure our clients obtain the highest level of representation. We have a team of highly qualified attorneys who specialize in assisting clients in protecting athletes' rights of publicity, advising on and drafting licensing and sponsorship deals, and all related intellectual property matters. In addition, we are experienced in representing cutting-edge technology companies dealing with the intersection of sports and technology including sports analytics, sports equipment, machine learning and artificial intelligence. We also seek out and rigorously protect trademark rights for those within in the sports field. With experience representing clients in Southern California, Silicon Valley and the East Coast, we are uniquely suited to assist clients with any and all business and legal matters that may arise.