SEFA SYMPOSIUM 2021

Monday 3.22
Name, Image, and Likeness
- Blake Lawrence, Co-Founder and CEO of Opendorse
- Kevin Kendrick, FIU Associate Athletic Director, Compliance
- Casey Schwab, Founding Partner & CEO, Atitus Sports Partners
- Kionee McGhee, Miami-Dade County Commissioner for District 9

Tuesday 3.23
Future of Sports Betting and Gambling in Florida
- Daniel Wallach, Founder, Wallach Legal LLC
- Tamara Malvin, Attorney & Partner, Akerman LLP
- Seth Young, Chief Innovation Officer, PointsBet

Wednesday 3.24
Content Creation and Esports: An Introduction to the Future of Gaming
- Adam Gertz, Counsel and Director of Esports, Morrison Rothman
- Zachary Rich, Lead Counsel, Facebook Reality Lab
- John Laster, Founder, Laster Law
- Justin Jacobson, Vice President, The Jacobson Firm

Thursday 3.25
Influencer Marketing and the Law
- Justin Mayo, Associate Cole, Scott & Kissane, PA
- Kameron Monet, Attorney, Content Creator & Social Media Strategist
- Sharon Toerak, Principal, Toerak Law

Friday 3.26
You Negotiate Like a Girl
- Hannah Gordon, Chief Administrative Officer and General Counsel of the San Francisco 49ers
- Savannah Foster, NFL Agent and Vice President of Client Relations at Athletes First
- Samantha Sankovich, Vice President, Football Operations at Steinberg Sports & Entertainment
Kevin Kendrick
FIU Associate Athletic Director, Compliance
Kevin D. Kendrick joined the FIU Athletics Department in January 2020 as the Associate Athletic Director of Athletics for Compliance after serving as the Assistant Athletic Director for Compliance at Southern Illinois University at Carbondale. Kendrick comes to FIU having served similar posts at Southern Illinois University and Alabama State prior to joining the Panthers’ staff. Kevin’s focus will be ensuring and overseeing university compliance with National College Athletic Association (NCAA), Conference USA, and institutional rules and regulations including, but not limited to, eligibility, financial aid, amateurism, recruiting, awards/benefits, playing/practice activities for 18 NCAA Division I, men’s and women’s intercollegiate sports. He currently sits on the university’s NCAA Oversight committee and is also a member of the University’s Diversity, Equity, and Inclusion (DEI) Taskforce.

Blake Lawrence
Co-Founder and CEO, Opendorse
Blake Lawrence is the co-founder and CEO of Opendorse, the sports technology company that maximizes endorsement value for athletes. A former University of Nebraska football player, Blake launched Opendorse with a vision to help a single teammate and friend in current NFL veteran, Prince Amukamara. Today more than 30,000 athletes around the world use Opendorse to understand, build, and monetize the value of their audience alongside partners including hundreds of collegiate athletics programs, the PGA TOUR, NHL, NFLPA, NBPA, MLBPA, WNBPA, LPGA, and hundreds of brands.

Kionee McGhee
Miami-Dade County Commissioner for District 9
Kionee McGhee grew up in South Dade public housing and went on to earn a bachelor’s degree from Howard University and a Juris Doctorate from the Thurgood Marshall School of Law. He was first elected to the Florida House of Representatives in 2012 for Florida House District 117 and served as the Minority Leader from 2018 to 2020, when he was elected as Miami-Dade County Commissioner for District 9. Commissioner McGhee is an accomplished attorney and the author of the best-selling book “Conquering Hope: The Life You Were Destined to Live.” His numerous affiliations include the Florida Trial Lawyers Association, Wilkie D. Ferguson Bar Association, and the Greater Miami Service Corps, where he serves as a board member. He is also President and founder of 2NOIT Media & Publishing, founder of Y.A.L.E. (Young Advocates Leading by Example), and president of Transitions, Inc.

Casey Schwab
Founding Partner & CEO, Atlas Sports Partners
As CEO and founding partner of Atlas Sports Partners, Casey is responsible for the oversight of the company and leads all partnerships, business development and operational strategy. Prior to founding Atlas Sports Partners, Casey was the vice president of business & legal affairs at the NFL Players Association, helping lead the commercial NIL program for all NFL players on a roster each season. In that role, he led negotiations on complex commercial transactions with sponsorship and licensing partners, including the NFL, Nike, Amazon, Fanatics, Visa, Electronic Arts and more. He also was a primary architect on the groundbreaking private equity deal with RedBird Capital, bringing together the rights from athletes from the NFL, MLB, US Women’s National Team and WNBA.
Tuesday 3.23
FUTURE OF SPORTS BETTING
AND GAMBLING IN FLORIDA

Daniel Wallach
Founder, Wallach Legal LLC
Daniel Wallach is the founder of Wallach Legal LLC, a law firm devoted principally to the burgeoning field of sports wagering and gaming law in the United States. Known as “The Sports Betting Attorney,” Dan has counseled professional sports teams, sports betting operators, fantasy sports companies, sports data providers, integrity monitoring companies, casinos, racetracks, video game manufacturers, and start-up companies in navigating the complexities of U.S. gambling laws and regulations. He also speaks regularly to lawmakers and policymakers seeking guidance on the policy aspects of sports betting legislation. He has testified before the California Legislature, the Kentucky Legislature, and the New York Senate as a subject matter expert on legal issues relating to sports betting.

Tamara Malvin,
Attorney & Partner, Akerman LLP
Tamara “Tammy” Malvin represents businesses and individuals primarily in the U.S. gaming and hospitality sectors, as well international entities sued in the United States. She routinely advises resort, hotel, casino, and pari-mutuel owners and operators, local and foreign, on regulatory and other operational concerns, and manages litigation and appellate matters that arise on their behalf. Currently serving as Chair of the American Bar Association (ABA) Business Law Section Gaming Law Committee, Tammy is a respected thought leader in the gaming sector. She frequently speaks on panels and webinars about the legalities of sports betting, online gaming, the pari-mutuel industry, and U.S. gaming law in general, and is sought out for comment and analysis by relevant industry publications, such as ESPN and Gambling Compliance.

Seth Young
Chief Innovative Officer, PointsBet
Seth Young joined PointsBet as Chief Innovation Officer in November 2018. In his position, Seth leads PointsBet’s integration of new online gaming technologies and strategies, ensuring the company is at the forefront of all the latest trends in the industry. Before PointsBet, Seth served as Executive Director of Online Gaming at Foxwoods Resort Casino, where he was responsible for the strategic development and oversight of Foxwoods’ existing and emerging interactive gaming initiatives. His career began as the Director of Strategy for TexasHoldEm.com before starting his own consulting firm, where he offered clients in the iGaming vertical a full range of services. He then served as the Chief Operating Officer and Board Member of Flower City Gaming LLC, where he was responsible for the strategic development of Star Fantasy Leagues’ technologies, and oversight of all aspects of the company’s development in the emerging daily fantasy sports sector.
Adam Gertz  
Senior Counsel & Director Esports, Morrison Rothman  
Adam is Senior Counsel and Director of Esports for Morrison Rothman, which represents more esports players and content creators than any firm in the country. Adam’s journey to Morrison Rothman was somewhat nontraditional. After law school, Adam worked as counsel for Los Angeles Mayor Eric Garcetti. In addition to presiding over numerous technology transactions on behalf of the City of Los Angeles, Adam also served as Mayor Garcetti’s Cybersecurity Policy Director. In that capacity, Adam created the Los Angeles Cyber Lab, the nation's first regional public private partnership for cybersecurity information sharing. After several rewarding years at the Mayor’s Office, Adam transitioned to private practice where he focused on corporate transactional matters and business litigation.

Zachary Rich  
Lead Counsel, FaceBook Realty Lab  
Zac Rich, a Miami native, is a lead counsel at Facebook Realty Lab’s supporting Social VR and Avatars product teams on for the Oculus VR platform. Most recently, Zac supported the team that brought Facebook Messenger onto the Oculus platform, and will continue to lead efforts to bring Facebook Family of Apps into VR. Additionally, Zac’s Avatar teams are creating new innovative products that allow Facebook users across the Family of Apps including in VR to create digital representations of themselves. Prior to joining Facebook, Zac was a product counsel for Amazon Lab’s 126 supporting the emerging products team, and ran his own practice, Press Start Legal, which focused on providing legal services to Content Creators, Social Media influencers, Game Developers and Online Streamers/E-sports players.

John Laster  
Founder, Laster Law  
John Laster is a technology attorney and the founder of Laster Law, PLLC. Prior to becoming an attorney, he spent 10 years working in the video game industry including time as a Twitch Partnered Streamer. He’s worked with start-ups and major tech companies and handles a wide range of legal matters within the video game industry.

Justin Jacobson  
Vice President, The Jacobson Law Firm  
Justin M. Jacobson, Esq. is an entertainment and esports attorney located in New York City. For the last decade, he has worked with professional athletes, musicians, producers, DJs, record labels, fashion designers, as well as professional gamers, streamers, coaches, on-air talent, and esports organizations. He assists these creative individuals with their contract, copyright, trademark, immigration, tax, and related business, marketing, and legal matters. He is a frequent contributor to many industry publications and has been featured on a variety of entertainment, music, and esports publications and podcasts, including Business Insider, The Esports Observer, Esports Insider, TuneCore, and Sport Techie. Justin has positioned himself as a top esports business professional working with talent in a variety of franchise leagues including the Overwatch League, Overwatch Contenders, and Call of Duty Pro League.
Thursday 3.25
INFLUENCER MARKETING AND THE LAW

Justin Maya
Associate Cole, Scott & Kissane, P.A.
Justin Maya is a practicing attorney with the law firm Cole, Scott & Kissane, P.A. Justin specializes in intellectual property, business law, and entertainment law, and has a deep passion for both transactional and litigation matters. Justin is adept at negotiating and forming IP strategies for brands and talent rights, especially in the ever-growing digital and social media world. Alongside his transactional work, Justin’s litigation practice covers disputes involving trademark, copyright, and publicity rights, as well as a wide variety of corporate, business, and contractual disputes. Justin earned his undergraduate degree from Florida State University and his Juris Doctorate from Florida International University College of Law where he focused his study in intellectual property law.

Kameron Monet
Attorney, Content Creator, & Social Media Strategist
Kameron M. Buckner, Esq. is a licensed attorney, content creator, and social media strategist. Kameron began her career as an Associate Attorney practicing Employment Litigation, while simultaneously using social media to create content around fashion, beauty, lifestyle, as well as female professionalism and career building. Kameron has built an engaging and organic audience with over 100,000 followers across her platforms @kameronmonet, working with brands from Dove to Dyson to Ulta Beauty. After realizing her social media expertise and license to practice law could provide value for aspiring “Lawyer Influencers”, as well as educate content creators about the power of contracts when signing brand deals, Kameron quit her 9-to-5 law firm job to live what she calls the best of both worlds.

Sharon Toerek
Principal of Toerek Law
Sharon Toerek is Principal of Toerek Law, where she focuses her national law practice on helping professionals in the advertising, marketing and creative services industries protect and monetize their intellectual capital, and manage the legal implications of their marketing and advertising work. Sharon provides proactive, strategic counsel to communications, marketing, advertising and creative agencies on legal and business issues they face continually in their work, including agency-client relationships, including agency service contracts, agency-freelancer relationship management-trademark and brand protection matters, influence marketing, social media and content marketing legal compliance, copyright protection, licensing and transfer of creative content, advertising law. Sharon is an approved participant on the 4A’s Legal Consultants Panel, and a Past President of the American Ad Federation Cleveland. Sharon is the Publisher of the marketing industry legal blog Legal + Creative.
Hannah Gordon
**Chief Administrative Officer and General Counsel of the San Francisco 49ers**

Hannah Gordon is the Chief Administrative Officer and General Counsel of the San Francisco 49ers. Named by NFL.com as one of the most influential women in football, Gordon advises on all legal issues involving both the football team and Levi’s® Stadium and leads the team’s public affairs and strategic communications, risk management, community impact, and fan engagement work. Gordon is a Presidential Leadership Scholar and was named to Silicon Valley Business Journal’s 100 Women of Influence and Corporate Counsel Diversity Champion. She was recently honored to PureWow’s 20 in ’20 list honoring 20 Up-and-Coming Leaders Working to Better Our World. She is also a published author and her book, SZN of CHANGE: The Competitor’s Playbook for Joy on the Path to Victory, will be available November 2020. Gordon earned her B.A. from UCLA and her J.D. from Stanford.

Savannah Foster
**NFL Agent and Vice President of Client Relations at Athletes First**

Savannah Foster earned her Masters in Communication Management from the University of Southern California. She began working at Athletes First and acquiring her Master of Communication Management degree from the University of Southern California. She uses all of these experiences and education to guide her in her duties as VP Client Relations where she diligently works to formulate and implement strategic media plans on behalf of Athletes First clients and staff as well as manage photo shoots, interviews and production for player branding and promotion. As an executive of the firm and manager of her team, Savannah takes great pride in working with the Client Relations Department to ensure that all client needs are not only met, but their expectations exceeded. The group handles everything from ticket requests and transportation to philanthropy and product placement/gifting.

Samantha Sankovich
**Vice President, Football Operations at Steinberg Sports & Entertainment**

Samantha Sankovich is an NFLPA Certified Contract Advisor and a Marketing Strategist. She joined SSE alongside the PFS team as the new Vice President of the Football Division. Samantha is emerging as one of the top female advisors in the NFL world. Alongside her day-to-day NFLPA Certified Contract Advisor role, she also led the PFS Athlete Relations and Marketing division as SVP, developing relationships and negotiating contracts with some of the most recognizable local and national brands, and maximizing the off-field income for clients, while generating exposure and improving their brand image. Her progressive thinking and understanding of the fast-paced, ever-changing sports-business world, as well as her extensive experience in communications, public relations, lifestyle, sports and entertainment client relations, event management, digital and product development analytics has led to her dedicating 10+ years of her professional career to this landscape.