

Barnes & Thornburg Launches University and Professional Athletics Group

Barnes & Thornburg announced that it has joined forces with sports industry veterans E.T. "Skip" Prince and Steve Pederson to launch a new University and Professional Athletics practice.

In a release, the firm said intercollegiate athletics will be a point of focus for the new group. Prince and Pederson will collaborate with the firm's Higher Education and Entertainment, Media and Sports practice groups while assisting colleges and universities of all sizes in the monitoring, maintenance and protection of their athletic programs and educational missions.

The firm said Prince and Pederson have managed teams, leagues and major athletic programs across North America. Additionally, they have negotiated media, licensing, sponsorship, advertising and development agreements nationally and internationally across virtually all levels of sport.

Operating out of Barnes & Thornburg's Washington, D.C., office, the duo will work with the office's managing partner, Roscoe Howard, a former U.S. attorney and former member of the NCAA Committee on Infractions; William (Billy) Martin, sports attorney and compliance litigator; Christopher Bayh, in the firm's Higher Education Practice Group and former Big Ten linebacker; Meena Sinfelt, complex litigation and compliance attorney; and David Frazee, litigator who handled athletics compliance while working at a Big 12 institution.