



# Luke A. Fedlam

*partner*

Luke is a protector, educator and national resource for athletes at all levels and phases of their career. With nearly 20 years of experience working with athletes, he leads Porter Wright's Sports Law practice as a non-agent sports attorney. He approaches working with each athlete as an individual, but collaboratively incorporates their family and team of advisors into any opportunity or challenge. With a well-rounded approach to supporting each athlete, Luke brings the objective and balanced counsel that is essential to every opportunity.

He regularly advises and counsels a wide range of clients – from high school student-athletes transitioning into college or professional sports, to college athletes managing the name, image and likeness (NIL) environment, to professional athletes and retired athletes as well. He diligently works with each level of athletes to not only educate them, but to help them create their game plan for life during and after sports.

Luke's experience includes:

- counseling on agent selection, agreement analysis and management
- advising on marketing and endorsement opportunities and contracts
- providing counsel on personal branding and intellectual property protection
- due diligence on investment opportunities
- reviewing prospective investments, including real estate development
- guidance on entity formation (for-profit and non-profit)
- counseling on estate planning, wealth preservation and asset protection
- advising on immigration issues

In 2015, Luke took the next step in evolving his daily work with athletes into beneficial educational programs by launching Anomaly Sports Group. Anomaly is a recognized industry resource in college athletics and professional sports that develops athletes for life and business opportunities outside their sport. With a shared passion for athlete protection and professional development, Porter Wright works in tandem with Anomaly as an educational resource by providing athletic departments with the essential protective education that helps to prepare

## 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

their student-athletes for all of life's opportunities (including NIL). Anomaly has worked with the NCAA and university athletic departments across the country, as well as multiple NFL teams, the NBA G League and other organizations in their player engagement programming.

In addition, Luke serves as a 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*.

## BAR ADMISSIONS

- Ohio

## PRESENTATIONS

- "NCAA V. House/Hubbard/Carter Proposed Settlement: The Current Landscape," The Drake Group Education Fund, Sept. 19, 2024
- "Paid to Play," ABA Section of Taxation 2024 May Tax Meeting, May 3, 2024
- "2023 MLK Day March & Program," Keynote speaker, City of Columbus, Ohio, Jan. 16, 2023
- "The New Legal Landscape of College Athletics," Porter Wright Annual Ethics & Trends in Litigation Seminar, Dec. 8, 2022
- "The Offense and Defense of NIL: Exploring the evolution of name, image and likeness and its impact on collegiate sports," The Ohio State University, Nov. 14, 2022
- "Overcoming Impossible Odds," Nationwide Corporate Connections 19th Annual Scholarship and Awards Event, Nov. 10, 2022
- "Sports Law 2022," Practising Law Institute, Oct. 3, 2022
- "Name, Image and Likeness: One Year Later," Tackle What's Next, July 28, 2022
- "NIL Collectives Best Practices," Name Image Likeness, LLC, July 27, 2022
- "Protecting Your Student Athletes," NIL Summit, June 15, 2022
- "Name, Image and Likeness," Syracuse Sport Business Conference, April 16, 2022
- "Effective Navigation of NIL," Collegiate Coaching Consortium, April 3, 2022
- "Name, Image and Likeness," National Association of Basketball Coaches, April 1, 2022
- "NCAA v. Alston: How the Recent Supreme Court Ruling Has Transformed College Sports," DRI 2022 Business Litigation and Intellectual Property Super Conference, March 22, 2022
- "Name, Image and Likeness – Building Your Skillset and Tuning Your Mindset," Tackle What's Next, Dec. 9, 2021
- "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
- "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

- “Student-athletes or employees? The multimillion-dollar question,” *PLI Chronicle: Insights and Perspectives for the Legal Community*, January 2024
- “Sports law: A practical guide to protecting the interests of athletes,” *PLI Press*, July 2022
- “A whole new ball game: NFTs and digital trading cards,” *PLI Chronicle*, Feb. 16, 2022
- “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
- 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 in America*®
- Ohio Super Lawyers, Rising Stars Edition
- The Ohio State University Moritz College of Law Outstanding Recent Alumnus Award, 2022
- Central Ohio Honors, Honoring the Legacy in Business Award, 2022
- *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

- Young American Leaders Program, Harvard Business School, 2024
- John McLendon Minority Scholarship Foundation, Board of Directors
- Columbus Clippers, Board of Trustees
- 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
- Alpha Phi Alpha Fraternity, Inc., Member