

**Santa Clara Sports Law Conference**  
**1/24/25 @ 11:00am-12:00 pm**

**The Role of Attorneys in Representing Brands**

**Moderator:** Richard L. Brand



**Richard L. Brand,**  
*San Francisco Managing Partner and  
Head of Sports Group,  
ArentFox Schiff*

Rich Brand is the San Francisco Managing Partner, lead West Coast Real Estate partner, and chair of the Sports group and is a long-standing member of the firm's Executive Committee.

Rich specializes in a number of transactional areas, including: naming rights transactions; media rights agreements; sponsorship agreements; advertising agreements; procurement agreements; promotional agreements; food and beverage agreements; suite and club seat licensing; purchases and sales of professional sports franchises; entertainment facilities, player, coaches, and executive contracts; license agreements; arena and stadium licenses and leases; and financings for professional sports teams and owners of sports and entertainment facilities.

Rich is recognized as a "Leading Lawyer" in sports by *Legal 500*, and *Best Lawyers* has recognized him as a "Lawyer of the Year" for his high-profile sports work. He received two-time recognition (including this year) as a *Sports Business Journal* Power Player and has been named one of the *Daily Journal's* "Top 100 Lawyers" in California multiple times, most recently this year. In addition, Rich has also been recognized as a leading real estate attorney by *Best Lawyers* and *Legal 500*.

Rich is an adjunct professor at UC Berkeley School of Law, where he teaches a course on drafting and negotiation of sports law transactions, and this spring will teach a Name, Image & Likeness (NIL) Practicum, which will focus on assisting student athletes from around the entire state of California with actual legal issues arising in their NIL deals.

**Panelists:** Ryan Becker, Jenny Vo, and Omar Salgado



**Ryan Becker,**  
*Senior Legal Counsel*  
*The Coca Cola Company*

Ryan Becker serves as Senior Legal Counsel for Global Marketing Partnerships at The Coca-Cola Company. He focuses on complex commercial transactions involving an extensive range of strategic global marketing assets and partnerships across sports, entertainment, gaming, and talent sectors.

Before his tenure at The Coca-Cola Company, Ryan was in-house counsel at Octagon, Inc., an industry leader in athlete and personality representation and management. At Octagon, Ryan managed a broad spectrum of complex corporate, sport, entertainment, media, and intellectual property issues, representing a varied client portfolio that included NBA MVPs, Super Bowl Champions, Olympic Gold medalists, and Emmy Award winners.

Ryan graduated from Florida State University and earned his J.D. from the University of Mississippi School of Law.



**Jenny Vo,**  
*Legal Counsel, Brand Protection*  
*lululemon USA Inc.*

Jenny Vo, Legal Counsel at lululemon, provides strategic legal support on brand protection, IP enforcement, litigation, and civil/criminal matters. She leads global efforts to combat illicit trade, cybercrime, and counterfeiting.

Previously, Jenny was a Sr. Legal Specialist at Apple, Lab126, and Logitech. She also serves on the Brand Protection Council of the American Apparel & Footwear Association, supporting industry-wide IP initiatives.

Jenny is a graduate of San Jose State University and the University at Buffalo School of Law.



**Omar Salgado**  
*Legal Counsel*  
*adidas*

Omar is currently Legal Counsel at adidas.

Prior to joining adidas, Omar was an Associate at Barnes & Thornburg LLP. Omar was also a former Generation adidas athlete in the U.S. Major League Soccer, and played in the youth national team systems of both Mexico and the United States.

Omar earned his undergraduate degree from Northeastern University, has a master's degree from Paris Nanterre University, and graduated from Boston College School of Law.

*[NOTE: – bios for panelists were cut and pasted from online materials, but please feel free to provide modifications and additions]*