**Bruce B. Siegal**

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**SUMMARY**

A strategic and results-driven attorney and business manager with a demonstrated track record of achievement in brand protection and licensing, corporate social responsibility, intellectual property law, collegiate sports and entertainment licensing, contract drafting and negotiation, litigation, anti-counterfeiting, trademark protection, marketing, business operations, risk management, and policy/procedure development. Leverages strong interpersonal skills to build and maintain client relationships, manage internal/external client communications, mentor teams, and provide company representation before various industry groups. Excels at restructuring and adapting legal operations to expand services and navigate through M&A environments. Proven aptitude for consistently achieving client/company objectives and driving growth. Recently has taken on an additional role as an adjunct professor at Georgia Tech, teaching a course in Sports Law and Public Policy.

**EXPERIENCE**

GREENSPOON MARDER LLP, Atlanta, Georgia

**Attorney at Law,** 2021 to present

* Recruited to open and establish the Atlanta office of the firm.
* Member of Intellectual Property and Entertainment, Sports and Media Departments.
* Represent clients in matters related to brand protection and licensing, intellectual property, sports and entertainment and a variety of corporate issues.

GEORGIA TECH, Atlanta, Georgia

**Adjunct Professor**, 2021 to present

* Teaches Sports Law and Public Policy Class through Ivan Allen College of Liberal Arts.

TAYLOR ENGLISH DUMA LLP, Atlanta, Georgia

**Attorney at Law,** 2019 to 2021

* Member of Intellectual Property and Entertainment, Sports and Media Departments.
* Represented clients in matters related to brand protection and licensing, intellectual property, sports and entertainment and a variety of corporate issues.

Learfield/IMG College, Atlanta, Georgia

**Senior Counsel,** 2017-2019

* Mentored dynamic new legal team in developing legal and business operations and policies.
* Assisted with brand/trademark protection and enforcement, contract negotiation and drafting, and providing counsel to staff and assistance to Learfield Licensing clients.
* Conducted staff training regarding risk management and corporate compliance, and drafted guidelines and other education materials.
* Presented at seminars conducted for Learfield Licensing internal and external clients.
* Participated in sales pitches to potential Learfield Licensing clients.
* Drafted terms of use / privacy language for inclusion on company website.

Collegiate Licensing Company (CLC), division of William Morris Endeavor/IMG Worldwide, Atlanta, Georgia

**Senior Vice President and General Counsel, IMG College/CLC,** 2007-2017

**Vice President and General Counsel, CLC,** 2003-2007

**Corporate Counsel, CLC,** 1986-2003

**General Business:**

* Established and managed legal department of dynamic start-up collegiate licensing agency.
* Developed practices and procedures for licensing, protection, and enforcement of emerging rights of collegiate institutions and other sports and entertainment properties.
* Performed instrumental role in managing company’s explosive growth and expansion of services, as company grew to represent over 200 colleges, universities, NCAA, bowl games, and other properties.
* Provided business and legal support as company diversified to represent other sports and entertainment properties, such as NASCAR, PGA Tour, Churchill Downs, and Atlanta Olympics.
* Engaged in extensive internal and external client communications and relationship building.
* Served as member of senior management team, helping create company-wide systems, policies, procedures, and risk management.
* Represented company by speaking before various IP and licensing groups and publishing articles.

**Legal/Brand Protection:**

* Negotiated and drafted agency, license, and sponsorship agreements with clients, licensees, and sponsors in collegiate business and for related sports and entertainment clients.
* Oversaw all litigation matters, trademark enforcement actions, and anti-counterfeiting efforts.
* Established company as founding member of CAPS (trademark protection and enforcement alliance among company and professional sports leagues).
* Advised company on issues related to contests, promotions, and social media initiatives.
* Navigated changing business and legal operations through acquisitions and mergers.
* Continually restructured legal department to expand legal services while boosting productivity by aligning talent and skills.

**Selected Distinctions:**

* Inducted in International Collegiate Licensing Association (ICLA) Hall of Fame.
* Listed in *Business of Licensing* book (Battersby, Simon, 2019) as among “The People Who Made Licensing Great”.
* Selected by peers by Georgia Trend Magazine as Legal Elite – Entertainment & Sports Law.
* Received CLC Distinguished Service Award and Chairman’s Award of Excellence.
* Recognized as first recipient of The Bruce B. Siegal Award for Excellence in Advancing IP, Entertainment & Sports Award by Alabama State Bar (now bestowed annually upon outstanding IP attorney).
* Serve on the Leadership Council of the University of Alabama School of Law Alumni Society.
* Serve as Atlanta Emory Ambassador

**EDUCATION**

The University of Alabama School of Law, Tuscaloosa, Alabama

**Juris Doctor,** 1986.

The University of Alabama, Tuscaloosa, Alabama

**B.A., Pre-Law, Emphasis in Business,** 1982

**Licensure**

***State Bar of Georgia:*** *Member of IP Law Section, Corporate Counsel Section, Entertainment and Sports Law Section, Vice Chair for Sports (formerly), and Bar Media Conference Committee*

**AFFILIATIONs**

**State Bar of Georgia:** Member of IP Law Section, Corporate Counsel Section, Entertainment and Sports Law Section, Vice Chair for Sports, and Bar Media Conference Committee

**US Intellectual Property Alliance:** Board of Directors; Entertainment, Arts and Sports Committee, Co-Chair

**International Trademark Association:** Member of Licensing Committee, Economic Impact Task Force, Trademark Management Committee

**International Anticounterfeiting Coalition:** Board of Directors, Member of Legislative Task Force

**International Collegiate Licensing Association:** Chair, Legal Advisory Committee

**Sports Lawyers Association**

**SELECTED PUBLICATIONS**

**“Nearly Half of the Country Allows NIL Deals at the High School Level – Why it Should Matter to Colleges and Universities,”** Lead 1

“**College Athletes and Name, Image and Likeness,**” Sports IP Blog

“***College Sponsorships in the Time of Covid 19 and What to Consider***,” Sports Litigation Alert

“**Licensing Resource Book**,” International Collegiate Licensing Association, October 16, 2020

*“****Colorful Trends in Trademark Protection****,” Entertainment and Sports Lawyer, Volume 25, Number 4*

*“****Top of their Game – Collective Licensing Scores for US College Sports****,” Trademark World*

“***From the Flea Market to the Online Marketplace: How Brand Owners Keep Infringers at Bay***,” IP Watchdog

*“****From the Stadium Parking Lot to the Information Superhighway: How to Protect Your Trademarks from infringement****,” The Journal of College and University Law, Volume 28, Number 3*

***Collegiate Licensing column*** *for The Licensing Journal (columnist)*

*“****Collegiate Licensing: State of the Industry****,” The Licensing Journal*

*“****Developments in Counterfeiting Legislation and Enforcement****,” The IP Litigator*

***Chapter 15****, The of Sport: Its Foundation and Application, Times/Mosby*

*“****Legal Issues Facing Collegiate Licensing Administrators****,” The Licensing Journal*