

# Sports and Entertainment



# Who We Are

Felsberg Advogados is a full-service law firm founded in 1970 and defined by its ability to combine experience, tradition and excellence with efficient, fast and focused service, offering innovative solutions in a constantly changing world.

The combination of individual, joint and complementary values, with a tradition established over five decades of service, means that we have a broad and all-encompassing vision that meets the current and future legal requirements of all our clients, from the biggest corporate groups to the freshest of startups.

This is what makes us unique, different and prepared.

# Our History

Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

Long before we were recognized as pioneers in judicial restructuring, we were one of the first firms to advise on aviation financing and contribute to the development of project finance and venture capital in Brazil.

We are always attuned to the market and new areas of law.

The firm has formed multidisciplinary internal centers of studies focused on predicting future demands of our clients.

More than service providers, we are partners.

Spirit of **innovation**  
at the core of  
everything we do





**Our Principles**

## Social Responsibility

We are committed to contributing to a better world through social actions and the creation of values. We believe that community empowerment is essential for humanitarian growth, from the conception of social responsibility to the design of comprehensive support of projects with a vision of the future, following the needs of the regions in which we operate.

We are committed to ethics in the provision of our services and we dedicate our efforts to topics that are linked to the challenges of society, supporting social, cultural and educational projects. We strongly encourage our team to be involved in social responsibility programs.

## Diversity

Diversity is a part of the Brazilian people. Difference makes us unique, and every culture and outlook on life must be included in society.

In 2019, **Felsberg Advogados** created the Diversity Committee, **DiversiFeA**, seeking equality for all. There are currently three affinity groups: **EquiFeA** with a focus on gender equality; **FeA Racional** that discusses racial equity; and **Pride to Be FeA** which fights for the rights of the LGBTQIAP+ community.

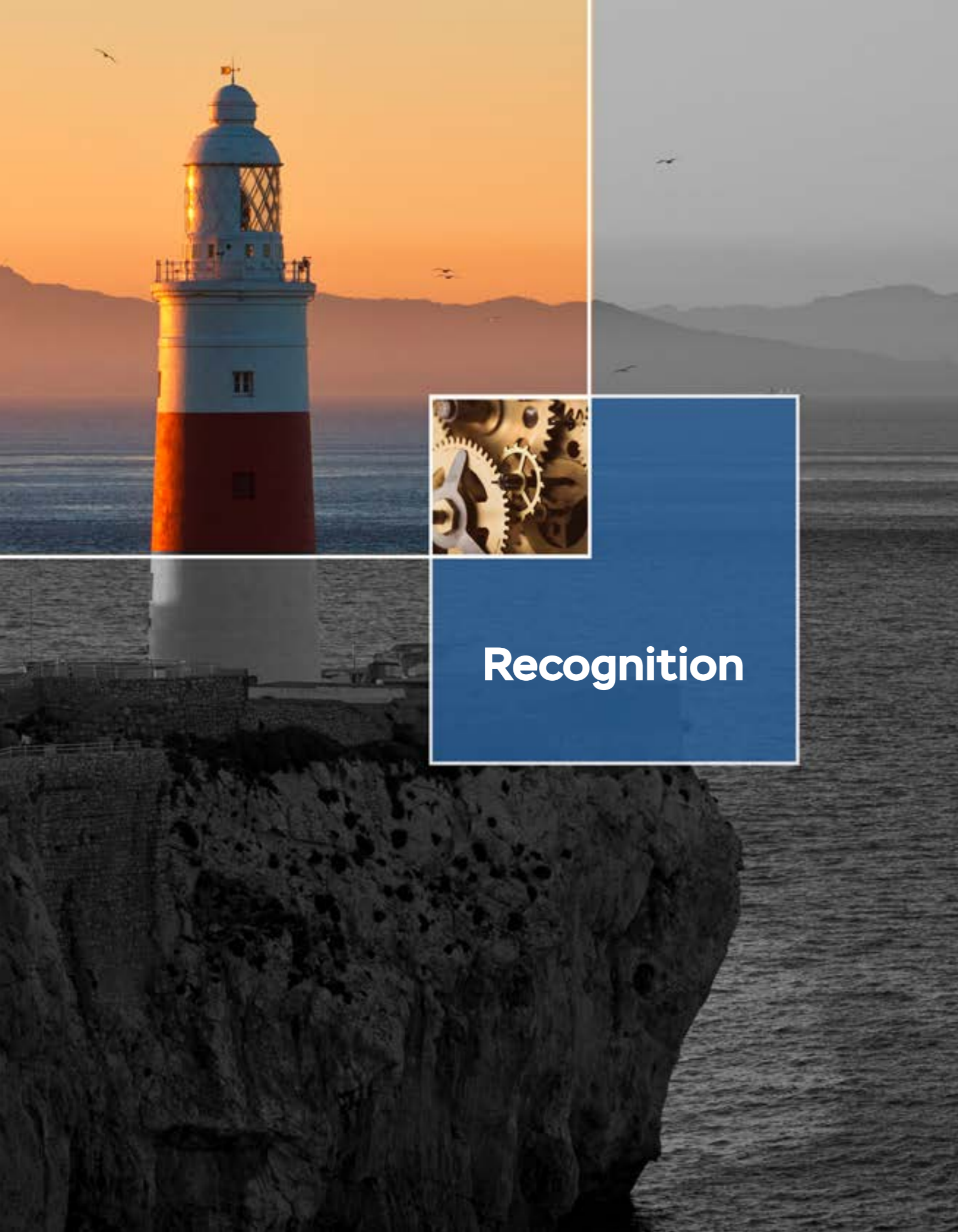
The Committee aims to promote initiatives and regular events to raise awareness and encourage reflection on relevant and necessary topics for a more respectful society.



## Practice Areas



- Advertising, Marketing and Media
- Agribusiness
- Antitrust
- Aviation
- Banking and Finance
- Capital Markets
- Commercial Contracts
- Compliance
- Consumer Relations
- Corporate and M&A
- Data Protection and Technology
- Dispute Resolution
- Electric Power
- Environment, Sustainability and Waste
- Fashion
- Fintech and Payment Systems
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor and Employment
- Life Sciences
- Maritime
- Natural Gas
- Oil and Gas
- Privatization
- Public and Regulatory
- Real Estate
- Sanitation
- Sports and Entertainment
- Tax
- Telecommunications
- Transformation, Restructuring and Insolvency
- White-Collar Crime and Corporate Investigations



## Recognition



The background of the slide is a collage of three images. The top-left image shows a large stadium with a green field and a red running track under a cloudy sky. The top-right image is a close-up of a camera lens with a blue and red light flare. The bottom image shows a black running track with white lane markings and a goalpost.

## Sports and Entertainment

Our Sports and Entertainment team specializes in serving sports entities and entertainment companies, focusing on sports, music, gaming, and online betting. With extensive experience in the sector, we specialize in national and international transactions of medium and high complexity, such as football club acquisitions, athlete contract management, and regulation of games, sports betting, and digital media. With the recent growth of the Sports Betting market in Brazil, we have successfully represented clients in sponsorship operations and legal regulation for online betting operations and international sports disputes. We are ready to meet the challenges of the sports, music, and gaming sectors, aligned with innovation and market growth.



**Partner**



## Thiago Nicacio Lima

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**Practice Areas:** Sports and Entertainment

Thiago is a specialist in Sports Law, with a strong focus on the market since 2012, advising on sports business issues nationally and internationally. Since the beginning of his career, he has worked with renowned athletes, players' agents and soccer clubs, mainly in issues involving club management, transfer of professional athletes, brand licensing agreements, sponsorship, naming rights and the realization of events. He has a Masters in Public Law from Université Paris V Descartes and in Sports Law and Economics from Université Paris 1 Sorbonne. He was a sports law professor in Paris (classes taught in French) and is the author of numerous articles and legal publications.



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