

Nixon Peabody expands sports and entertainment capabilities with counsel hire

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New York, NY. Nixon Peabody LLP is pleased to announce that sports and entertainment attorney **Nicoles Mayne** has joined the international law firm's **Corporate** practice as counsel.

As a member of the firm's **Entertainment** and **Sports & Stadiums** teams, Nic's arrival further bolsters Nixon Peabody's sports and entertainment capabilities. Nixon Peabody's Entertainment team has been recognized in Variety's Dealmakers Impact Report and Billboard's Top Music Lawyer list since 2022, and has been named a Tier 1 National firm for Litigation—Intellectual Property and Media Law in the 2024 edition of *Best Law Firms*®.

Nic represents some of the most prominent global creators, in addition to talent-backed consumer product ventures, sports teams, entertainment and sports venues, apparel companies, talent agents and managers, athletic departments, collegiate athletic NIL companies, sports and entertainment industry sponsors, investors, and other stakeholders. He is well-versed in structuring a wide variety of deals, including licenses of talent NIL and other intellectual property, venture and private equity investor agreements, brand deals, venue-related sponsorship, signage, and vendor agreements. He also has deep experience with contractor, consulting and employment agreements, as well as manufacturing, distribution, and supply agreements, and M&A transactions. In addition, Nic was previously a licensed agent for National Hockey League (NHL) players.

"Nic brings his background as a former sports agent to the table when helping clients navigate a broad range of legal and business matters," said **Ellie Heisler**, a Nixon Peabody Corporate partner who leads the firm's Entertainment team and co-leads its **Esports &**

Gaming team. “He has his finger squarely on the pulse of emerging issues impacting professional and college athletes, content creators, and businesses at the intersection of entertainment and media.”

“Sports have the unique capacity to drive economic development and cultural capital, and we are fortunate to advise clients on a diverse range of matters in both collegiate and professional sports,” said Nixon Peabody partner **Sonia Nayak**, leader of the firm’s Sports & Stadiums team. “We’re always looking to enhance our capabilities with top-tier talent. Nic will be a strong asset and we look forward to introducing him to our clients.”

Prior to attending law school, Nic founded a marketing agency serving sports industry clients, digital media content creators, and business owners in a variety of professional services and trades. His understanding of marketing and advertising objectives combined with experience working with talent, NIL licenses, talent-focused businesses, and sports and entertainment market issues informs his advice to clients operating in those spaces, whether as a primary business line or as sponsors, investors, or other stakeholders.

“We are thrilled to welcome Nic to our group,” said **Todd Tidgewell**, leader of Nixon Peabody’s Corporate practice. “Not only is his experience an excellent fit for the Entertainment and Sports & Stadiums teams, his background will be an asset to colleagues across our practice as our clients grow and protect their businesses.”

Nic earned his JD from Harvard Law School and his BA from The Master’s University, *summa cum laude*. He is recognized in the 2024 edition of *Best Lawyers: Ones to Watch*® in the categories of Entertainment and Sports Law, and the 2023 edition of *Super Lawyers—Oregon Rising Star*.