

Partner, New York

Intellectual Property Litigation, Sports



T: 212.735.3097  
F: 917.777.3097  
anthony.dreyer@skadden.com

## Education

J.D., Fordham University School of Law, (Managing Editor, *Fordham Law Review*)

B.A., Rutgers University

## Clerkships and Professorships

Law Clerk, Hon. Reena Raggi:

U.S. Court of Appeals for the Second Circuit (2002-2003)

U.S. District Court for the Eastern District of New York (1998-1999)

Adjunct Professor, Cardozo School of Law (Sports and the Law)

Adjunct Professor, Fordham Law School (Advertising Law)

## Bar Admissions

New York

New Jersey

U.S. Court of Appeals for the Second, Third, Seventh, Eighth, Ninth, District of Columbia and Federal Circuits

U.S. District Courts for New Jersey and the Eastern and Southern Districts of New York

U.S. Supreme Court

Anthony Dreyer is a commercial litigator concentrating on intellectual property, sports, entertainment and related licensing disputes.

Mr. Dreyer has been recognized by *Chambers USA: America's Leading Lawyers for Business* as a top nationwide practitioner. *Managing Intellectual Property* recently named him as an IP Star for 2020/21. He has repeatedly been named to the WTR 1000 by *World Trademark Review* as a leading trademark practitioner and as one of its Global Leaders: Private Practice. He was named by the *SportsBusiness Journal* as a sports law Power Player, has been named to *The Best Lawyers in America* for Sports Law, and was named by Lawdragon as one of the 500 Leading Lawyers in America each of the last two years. He has served as adjunct professor of law at Fordham University Law School, teaching courses on Advertising Law and Advanced Trademark Law, and at Cardozo Law School, teaching Sports and the Law.

## Intellectual Property Litigation and Related Matters

Mr. Dreyer litigates matters involving Lanham Act claims, copyright and rights of publicity. He recently secured permanent injunctive relief for the National Hockey League in a case involving the unauthorized use of league trademarks. He also has represented the NFL and its member clubs in countless matters protecting and enforcing their intellectual property rights. He has advised numerous China-based clients on matters involving U.S. trademark and copyright law, and recently obtained the dismissal of copyright infringement claims against youku.com, and Lanham Act claims against Pinduoduo — a case in which he also secured an award for attorney's fees. He has represented the International Trademark Association in nearly a dozen matters, including Supreme Court *amicus* submissions involving questions of trademark tacking and the constitutionality of the Lanham Act's prohibition against federal trademark registration for disparaging marks. He also successfully represented the MLB, PGA TOUR and NFL as *amici* in Ninth, Seventh and District of Columbia circuit cases involving whether internet retransmissions of TV broadcasts are entitled to a compulsory license under the Copyright Act. He represented the Fresh Del Monte Group in protecting its trademark rights in the U.S., Europe, Africa and the Middle East, and obtained numerous injunctions against the use of the Del Monte mark in those territories.

Mr. Dreyer also has extensive experience representing clients in the areas of false advertising, deceptive trade practice and consumer class action claims. He has advised numerous clients on advertising clearance and challenges. Additionally, on behalf of publisher Matthew Bender, he obtained dismissal of a putative consumer class action. He successfully defended SiriusXM in two separate putative class action suits challenging the satellite radio provider's subscription practices. He also obtained dismissal of a putative consumer class action against Virgin Mobile. On behalf of the International Trademark Association, he authored a Supreme Court *amicus* brief successfully arguing for a uniform test for standing to sue for false advertising under the Lanham Act. Additionally, Mr. Dreyer obtained a favorable jury verdict on behalf of Fresh Del Monte in a lawsuit involving claims of false advertising and breach of a license agreement, securing a finding of willful false advertising and a permanent injunction.

## Sports Litigation and Related Matters

Mr. Dreyer has extensive experience counseling clients on a wide range of sports matters. He has counseled numerous sports leagues and organizations on league and sponsorship issues arising out of the COVID-19 pandemic. He also is handling several player-related system

# Anthony J. Dreyer

Continued

arbitrations disputes for the National Football League. He also has advised the Brooklyn Nets in two separate lawsuits challenging the Nets' ticket sale practices. He successfully represented the PGA TOUR in two separate lawsuits: one brought by golfer Vijay Singh relating to discipline imposed against Mr. Singh under the TOUR's anti-doping program, and the other brought by a putative class of TOUR caddies challenging the alleged use of the caddies' names and likenesses. He also successfully represented Madison Square Garden in a challenge to its ticket sales policies. Mr. Dreyer is representing the NCAA, NBA, NHL, NFL and MLB in a lawsuit arising out of a challenge to New Jersey's sports betting laws. He represented the NBA in connection with its imposition of discipline against former team owner Donald Sterling and successfully obtained dismissal of claims Mr. Sterling brought against the NBA. He successfully represented golfer Rory McIlroy in a lawsuit brought against him by Oakley, a former sponsor, over an endorsement agreement Mr. McIlroy entered into with Nike.

Mr. Dreyer routinely counsels clients on gambling- and integrity-related matters. He also represented the NBA in litigation relating to the league's lockout of its players following expiration of the NBA's collective bargaining agreement with its players. He has litigated player discipline and salary disputes on behalf of the NBA, the NHL and teams in both leagues. He also has counseled both the NBA and the NHL in connection with disability insurance coverage matters. He represented the NHL in a dispute arising out of its sponsorship agreement with daily fantasy sports site DraftKings. Mr. Dreyer also has advised the United States Tennis Association in connection with the US Open and US Open Series tennis tournaments. He recently served a three-year term as chair of the New York City Bar Association's Sports Law Committee.

## Recent Speaking Engagements

Co-Host, "This Month In Intellectual Property" Monthly Skadden webinar

Speaker, "Advertising and Promotion of Medical Devices: Company Actions in Balance with Regulatory Activities," June 2020

Speaker, "Financial Fair Play and Salary Caps," 2020 International Forum on Sports Law, January 2020

Speaker, "A Conversation with Corporate Counsel: Ninth Annual Pharmaceutical and Medical Device Seminar," Skadden webinar, October 2019

Speaker, "Integrity and Sports Gambling," 2019 International Forum on Sports Law, December 2018

Speaker, "Wearables, Sports Data, and Privacy Rights," 2019 International Forum on Sports Law, December 2018

Speaker, "Ticketing Litigation and Business Update," 2017 Sports Lawyers Association Conference, May 2017

Speaker, "Sports in a World of Globalization," 2017 Cardozo Sports Law Forum, March 2017

Moderator, "Monetization of Rights in Sports," 2016 International Sports Law Forum, November 2016

## Associations

Vice-Chair, INTA International Amicus Committee

Co-Chair, International Forum on Sports Law

Director, Federal Bar Foundation (2016-19)

## Selected Publications

"Video Gaming / E-Gaming Law Update," *Skadden, Arps, Slate, Meagher & Flom LLP*, Recurring publication and Cancellation," *Skadden, Arps, Slate, Meagher & Flom LLP*, April 3, 2020

"Esports and the Law," *Holt Hackney*, Recurring publication

"US Supreme Court Rejects 'Defense Preclusion' in Trademark Suit," *Skadden, Arps, Slate, Meagher & Flom LLP*, May 15, 2020

"US Supreme Court Rejects Attempt To Copyright Annotated Version of State Laws," *Skadden, Arps, Slate, Meagher & Flom LLP*, April 28, 2020

"US Supreme Court Rejects Willfulness Requirement for Profit Awards in Trademark Infringement Cases," *Skadden, Arps, Slate, Meagher & Flom LLP*, April 24, 2020

"Coronavirus/COVID-19: Implications of Event Postponement

"US Supreme Court Strikes Down Decades-Old Statute Authorizing Copyright Infringement Suits Against States," *Skadden, Arps, Slate, Meagher & Flom LLP*, March 23, 2020

"High Court USPTO Atty Fee Ruling Affords Applicants Clarity," *Law360*, December 12, 2019

"How to Mitigate Copyright Risks of Video Game Streaming," *Law360*, December 11, 2019

"United States" chapter, *Getting the Deal Through: Sports Law*, 2019

"Internet Data Scraping 201: A Refresher on the Basics," *The National Law Journal*, November 2018

"Further Ticket Sale and Resale Reforms," *New York Law Journal*, September 21, 2018