Anthony J. Dreyer

Skadden

Partner, New York

Intellectual Property Litigation; Sports; Artificial Intelligence



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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

Adjunct Professor, Fordham Law School

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 licensing disputes. He co-chairs the firm's Sports practice and oversees its Trademark and Copyright practice.

In recognition of Mr. Dreyer's work, he has been named to *Chambers Global* in its intellectual property category and regularly honored as a top practitioner by *Chambers USA: America's Leading Lawyers for Business* in both its intellectual property and sports (Band 1) categories. In addition, he has been named an IP Star and Trade Mark Star by *Managing Intellectual Property*, as well as selected repeatedly to the WTR 1000 by *World Trademark Review* as a leading trademark practitioner nationwide and as one of the publication's Global Leaders: Private Practice. Mr. Dreyer has also been recognized by *SportsBusiness Journal* as a Sports Law Power Player, by *Benchmark Litigation* as a Litigation Star, by *The Best Lawyers in America* for his work in sports law, by *World Intellectual Property Review* for his work in contentious trademarks and by *Lawdragon* as one of its 500 Leading Global Entertainment, Sports & Media Lawyers, 500 Leading Global IP Lawyers, 500 Leading Lawyers in America and 500 Leading Litigators in America. He has served as adjunct professor of law at Fordham University Law School, teaching Advertising Law and Advanced Trademark Law, and at Cardozo Law School, teaching Sports and the Law. Mr. Dreyer recently served as counsel to the International Trademark Association.

Intellectual Property and Related Matters

Mr. Dreyer litigates matters involving Lanham Act claims, copyright and rights of publicity. Among numerous other matters, he has represented Aviator Studios in a global trademark infringement and copyright infringement dispute involving the company's logo and game design, as well as a global supplements manufacturer on the protection and enforcement of its trademark rights. He also routinely advises clients in the sports, media and retail sectors on the use of music, video and other copyrighted material on social media platforms. In addition, he has represented Thermal Works and Endeavor in an arbitration brought to enforce its trade secret and NDA rights involving AI data center technology.

He successfully represented Metacapital Management in a trademark infringement suit against Meta Platforms, as well as the National Hockey league in a trademark infringement suit over the use of league and club marks. He successfully defended Sadler's Brewing in defeating a motion for preliminary injunction over its use of the PEAKY BLINDERS mark. Mr. Dreyer also represents the NFL and NBA (and their respective teams) in numerous matters that involve protecting and enforcing their intellectual property rights. He has advised a variety of China-based clients on matters involving U.S. trademark and copyright law, in addition to obtaining 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.

A significant part of Mr. Dreyer's IP practice involves counseling clients on the intersection of emerging technologies and IP protection and use. He routinely advises firm clients on a wide range of IP issues (including copyright, trademark and right of publicity concerns) relating to generative AI, NFTs, the metaverse, and data scraping and protection. In addition, he is a frequent lecturer on the use and protection of IP rights in the ever-evolving digital landscape.

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. On behalf of publisher Matthew Bender, he obtained dismissal of a putative consumer class action and successfully argued for affirmance by the New York Court of Appeals following leave to appeal. 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, securing a finding of willful false advertising and a permanent injunction.

Licensing and Related Commercial Disputes

As part of his intellectual property practice, Mr. Dreyer has handled countless disputes involving IP licenses and related sponsorship, broadcast and distribution agreements. In this realm, he has represented the NBA in a federal lawsuit arising from the league's approval of a member team's sponsorship agreement with a cryptocurrency exchange. He successfully represented Pfizer affiliate Array Biopharma in a dispute over unpaid royalties arising over a sublicensing agreement, as well as the LPGA and USGA in separate disputes involving an international sponsorship and broadcast rights agreement. Additionally, Mr. Dreyer advised a major sports league on the negotiation of a group license with its players union and he has counseled numerous sports leagues and organizations on league and sponsorship agreement disputes. He also assisted in securing termination of a worldwide sponsorship and licensing agreement on behalf of a global entertainment company and successfully represented golfer Rory McIlroy in a lawsuit asserting breach-of-contract claims under an endorsement agreement with Oakley.

Sports Litigation and Related Matters

Mr. Dreyer has extensive experience counseling clients on a wide range of sports matters. He successfully represented an NFL club in a contract dispute with a former head coach, securing a fully favorable award after a two-week hearing. He also represented the PGA TOUR in several matters involving the LIV Golf Tour, including claims by LIV and several professional golfers against the TOUR. He also 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. In addition, he has handled several player-related system arbitration disputes for the NFL, advised the Brooklyn Nets in two separate lawsuits challenging the Nets' ticket sale practices and successfully represented Madison Square Garden in a challenge to its ticket sales policies.

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, in addition to representing the NHL in a dispute arising out of its sponsorship agreement with DraftKings. Mr. Dreyer has also advised the United States Tennis Association in connection with the US Open tennis tournament. He previously 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, Skadden's Third Annual Sports Summit, March 2026

Speaker, Skadden's Second Annual Sports Summit, March 2025

Speaker, Skadden Sports Summit 2024, March 2024

Speaker, "Intellectual Property Issues in AI," Skadden webinar, April 2023

Associations

Counsel, International Trademark Association (2022-24)

Co-Chair, International Forum on Sports Law

Director, Federal Bar Foundation (2016-19)

Member, Paley Center Media Council

Selected Publications

"Video Gaming / E-Gaming Law Update," *Skadden Publication*, Recurring publication

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

"New York City's Click-to-Cancel Rule: What Businesses Need to Know," *Skadden Publication*, September 6, 2026

"Sports Event Contracts and the Risk of Information Leakage," *Reuters Legal News*, July 29, 2026

"Labor Relations in Sports: Collective Bargaining in 2026 and Beyond," *Reuters Legal News*, January 20, 2026