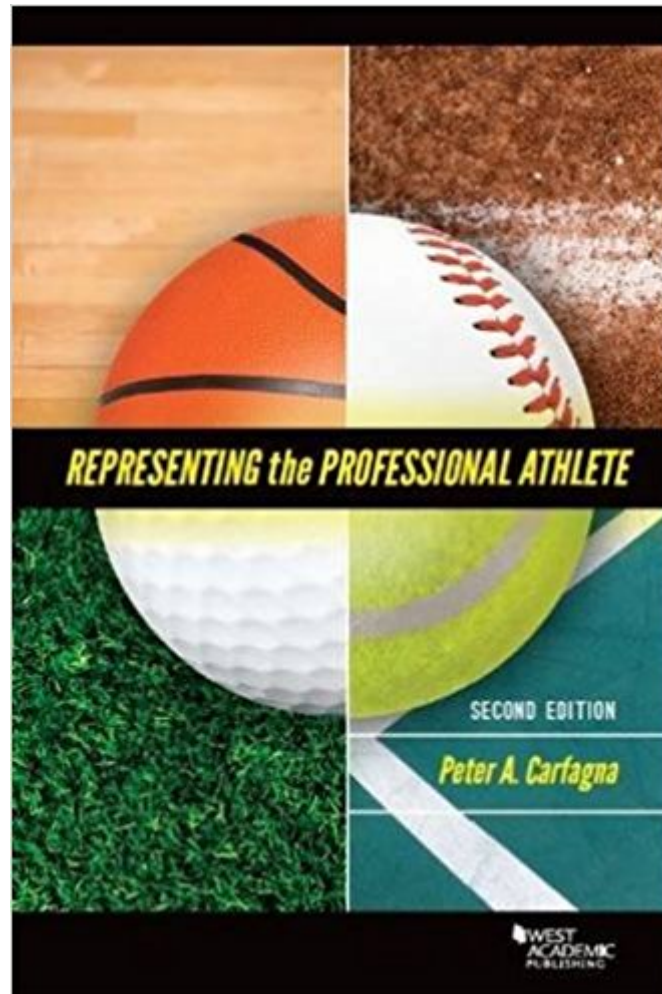




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# Representing The Professional Athlete (Coursebook)



## Synopsis

This book is an interactive, hands-on guide to negotiating, drafting and litigating agreements in the context of representation of professional athletes. The book begins with the negotiation and drafting of a standard form athlete representation agreement. In so doing, it details all of the NCAA amateurism rules and the legal do's and don'ts relating to the recruiting of pre-professional athletes. Subsequent chapters track the typical progression of a successful professional athlete's career: the drafting, negotiating and (where necessary) litigating of product endorsement and license agreements in the increasingly important context of protecting professional athletes' rights of publicity. Interactive group negotiation/drafting hypotheticals are also provided in the areas of fantasy sports, and of representing the "mature athlete" who is nearing the end of his career. The book concludes with a Jerry McGuire-type litigation hypothetical and settlement agreement negotiation exercise involving the "super-agent" entering and exiting the "mega agency."

## Book Information

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## Customer Reviews

This is an excellent summary and overview of the field of professional athlete representation. Carfagna provides concise and thought provoking descriptions about the practical issues that will arise during the course of representing an athlete throughout their career. The target audience is an individual with a law degree, however, having a law degree is probably not a pre-requisite to reading and understanding the content, as any given topic is addressed at a very summary level, without detailed analysis. For that reason, this book is a great starting point to see how a particular field of law is applied in sports representation, but is not a substitute or replacement for substantive training

in that area. It is best paired with targeted reading in the foundational areas of law that are discussed. Overall, this book should be considered required reading for anyone interested in pursuing a career in the representation of professional athletes, or the application of law in the field of sports.

Professor Carfagna is extremely knowledgeable in the profession of representing the Professional Athlete! As an author, and as an acclaimed Professor, Mr. Carfagna gives a no holds barred fact filled tome on this subject which is as relevant today as when he wrote it! Anybody thinking of becoming a Sports Agent or is an Advisor, Attorney or confidant of a Professional Athlete in all stages of his or her Professional career needs to read this book!

Good

It's a good practical book.

I needed this book for a class I am taking and it is wonderful! It goes way beyond my expectations in case law examples of difficult topics and is a great addition to my legal library.

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