



## Adam I. Dale

Partner

New York  
+1 212-294-5329

**Recognized as a “Rising Star” and “One to Watch,” Adam focuses his practice on sports, antitrust, and labor law. He regularly counsels and represents athletes, agencies, Players Associations, and other high-profile sports industry clients.**

Adam counsels and represents a variety of sports industry clients, including Klutch Sports Group, MVP Sports Group, North American Soccer League (NASL), Relevent Sports, WME | IMG (Endeavor), Major League Baseball Players Association, NBA Players Association, NFL Players Association, OneTeam Partners, U.S. National Sled (Paralympic) Hockey Team, several individual professional athletes, and multiple eSports Leagues and Teams.

Additionally, he has negotiated nearly US\$200M in guaranteed compensation for several top sports agents. Adam is a strategic advisor for numerous other agents and agencies in the baseball, basketball, football, hockey, and soccer industries on a variety of topics, including acquisitions and new business lines, employment matters, athlete-agent laws, and name, image, and likeness (NIL) laws and regulations.

Adam was a key member of the *Alston v. NCAA* trial and appellate team that secured a landmark 9-0 victory in the Supreme Court, striking down scores of NCAA rules that limited the education-related compensation and benefits that colleges and universities may provide to FBS football and Division I Men’s and Women’s basketball players. The team was honored with GCR’s 2022 “Litigation of the Year: Cartel Prosecution” award for their unanimous Supreme Court victory.

Adam is a leader of the firm's Videogame, Gaming, and Esports Group, which is dedicated to providing comprehensive legal solutions to companies in these industries.

## Key Matters

- *Alston v. NCAA* – Successfully represented a class of college football and basketball players in a landmark antitrust suit at trial, appeal, and before the Supreme Court against the NCAA and 10 member-conferences that struck down unlawful compensation restraints imposed by the NCAA on Division I Men's and Woman's basketball and FBS Football programs.
- *North American Soccer League v. United States Soccer Federation* and *Major League Soccer* – Representing the North American Soccer League in a federal antitrust lawsuit seeking to recover damages inflicted on the League by the United States Soccer Federation's and Major League Soccer's illegal conspiracy to arbitrarily enforce the Federation's rules in order to protect Major League Soccer from competition from other leagues.
- *Relevant Sports v. United States Soccer Federation Fédération Internationale de Football Association (FIFA)* – Representing soccer promoter Relevant Sports in a federal antitrust lawsuit seeking to enjoin the United States Soccer Federation and FIFA from continuing to block official season international soccer matches from being played in the U.S.
- *House v. NCAA* – Representing classes of current and former college athletes in a multibillion-dollar federal antitrust lawsuit seeking to enjoin the NCAA's rules limiting athletes' abilities to receive compensation for the use of their names, images, and likenesses and seeking to recover damages for the harm caused to athletes by NCAA's prior and continuing NIL-related rules.
- *Guden et al. v. Stanford University* – Secured a settlement reinstating 11 varsity sports at Stanford University that were scheduled to be discontinued following the 2020-2021 school year.
- *Elliott v. NFL* – Served as counsel for Dallas Cowboys Running Back Ezekiel Elliott and the NFL Players Association in arbitration and federal court proceedings challenging the six-game suspension imposed on Elliott by the NFL for an alleged violation of the League's Personal Conduct Policy.
- *Green Bay Packers v. Bennet* – Successfully represented NFL Tight End Martellus Bennett in an arbitration brought against him by his former Club, the Green Bay Packers, for alleged breach of the NFL Collective Bargaining Agreement.
- *Kerley v. San Francisco 49ers* – Achieved complete victory for NFL Wide Receiver Jeremy Kerley in an arbitration against the San Francisco 49ers.
- *Major League Baseball Player Agent Arbitrations* – Frequently represents high-profile Major League Baseball Player agents and agencies in arbitrations before the MLBPA arbitration tribunal.

Adam maintains an active pro bono practice. He represented two clients serving life sentences for drug-related crimes in their successful petitions to the President of the United States for sentence commutations. Adam also successfully filed and argued a *Habeas* petition on behalf of a client to correct the Bureau of Prisons' miscalculation of his client's sentence. He negotiated a five-figure settlement for a state prison inmate in a civil rights action and secured asylum for a transgender torture victim from Honduras.

## Recent Experience

Triumphed for Relevant Sports Before Second Circuit, Reviving Antitrust Suit Against FIFA, USSF

# Recognitions

- *The Legal 500*: Rising Star (2020-2023)
  - *Best Lawyers: Ones to Watch® in America*; Entertainment and Sports Law (2022-2024)
  - *Conduct Detrimental*, Inaugural “10 Under 10” List honoring 10 “next generation” sports law attorneys within 10 years of law school graduation
  - Key Member, Sports Law Group, *Law360*’s Sports & Betting Groups of The Year (2017, 2020-2023) and Best Law Firms® “Law Firm of the Year” in Sports Law (2024)
  - Team Member, *GCR*’s 2022 “Litigation of the Year: Cartel Prosecution” award for unanimous Supreme Court victory in *Alston v. NCAA*
  - Legal Aid Society New York: “Pro Bono Publico” award
  - Multiple Empire State Counsel Awards in recognition of Adam’s commitment to pro bono
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# Activities

Adam is the alumni advisor to the Sports Law Association at NYU. He is a member and former Secretary of New York City Bar Committee on Sports Law and a member of the Sports Lawyers Association and the Esports Bar Association. He also served as the Young Lawyer Representative to the Trade, Sports & Professional Associations Committee of the American Bar Association’s Antitrust Law Section.

Adam is a frequent speaker and guest lecturer on Sports Law, including at several law schools, podcasts, and bar associations.

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# Credentials

## EDUCATION

Adam received his J.D. from New York University School of Law in May 2015, where he was Senior Editor of the *Journal of Intellectual Property and Entertainment Law*; the Chair of the NYU Sports Law Society; and Advocate-in-Chief of the Suspension Representation Project. He received a B.A. in Political Communication, *cum laude*, in May 2012 from The George Washington University.

## ADMISSIONS

- New York

# Related Insights & News

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## BLOG

A Comeback for RPA Price Discrimination Camouflaged as Kickbacks

JANUARY 19, 2024

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## IN THE MEDIA

Winston & Strawn Files Antitrust Class Action Against NCAA “Amateurism” Ban on Athlete Compensation

DECEMBER 11, 2023

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## PRESS RELEASE

Winston & Strawn and Hagens Berman File Landmark Antitrust Class Action Challenging NCAA “Amateurism” Ban on Athlete Compensation

DECEMBER 7, 2023

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## PRESS RELEASE

Winston & Strawn Names 16 New Partners

DECEMBER 1, 2023

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## RECOGNITIONS

Winston Team Led by Jeffrey Kessler and David Greenspan Featured in Litigator of the Week

NOVEMBER 10, 2023

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## RECOGNITIONS

Winston Attorneys Recognized in *Best Lawyers: Ones to Watch® in America 2024*

AUGUST 17, 2023

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## BLOG

Price Discrimination in Disguise: Promotional Service Discrimination Claims Under the Resurging Robinson-Patman Act

JULY 13, 2023

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## RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S. 2023*

JUNE 7, 2023

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## BLOG

Price Discrimination Claims Under the Resurging Robinson-Patman Act

MAY 30, 2023

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## PRESS RELEASE

Winston & Strawn and Hagens Berman Sobol Shapiro File New Antitrust Class Action Against NCAA and the Five NCAA “Power Conferences”

APRIL 4, 2023

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## IN THE MEDIA

Winston & Strawn Files New Class Action Against NCAA and Five “Power Conferences”

APRIL 4, 2023

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**BLOG**

FTC Commissioners Tout Looming Revival of the Robinson-Patman Act

APRIL 3, 2023

## Capabilities

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Antitrust/Competition

Litigation/Trials

Labor & Employment

Sports