



## Adam I. Dale

Partner

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**Recognized as a “Rising Star,” 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 sports industry clients including Klutch Sports Group, Relevant Sports, WME | IMG (Endeavor), the Major League Baseball Players Association, the NBA Players Association, the NFL Players Association, and several professional athletes, agents and agencies.

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.

He is a key member of the *House v. NCAA* case team that secured \$2.75B back-pay damages settlement for hundreds of thousands of current and former college athletes. The settlement also fundamentally altered the college sports landscape to open the door to billions of dollars in future revenue sharing payments for college athletes. He was on the *Alston v. NCAA* trial and appellate teams that won 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.

# Key Matters

- *House v. NCAA*: secured landmark \$2.75 billion dollar back-pay damages settlement for hundreds of thousands of current and former college athletes that resolved three pending lawsuits challenging the NCAA's limits on compensation and benefits that athletes can receive and opened the door for billions more in revenue sharing payments that will be shared with athletes going forward.
- *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 ten 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.
- *Relevant Sports v. United States Soccer Federation and Fédération Internationale De Football Association (FIFA)*: represents soccer promoter Relevant Sports in a federal antitrust lawsuit seeking to enjoin the United States Soccer Federation from continuing to block official season international soccer matches from being played in the U.S.
- *Guden et al. v. Stanford University*: secured a settlement reinstating eleven varsity sports at Stanford University that were scheduled to be discontinued following the 2020-21 school year.
- *USA National Sled (Paralympic) Hockey Team*: served as lead negotiator on behalf of the members of the USA Paralympic Hockey Team to secure substantial increases in the players' compensation and benefits from USA Hockey and the United States Olympic Committee.
- *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. Bennett*: 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*: Adam achieved complete victory for NFL Wide Receiver Jeremy Kerley in an arbitration against the San Francisco 49ers.
- *Major League Baseball Player Agent Arbitrations*: Adam 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.

In recognition of Adam's commitment to pro bono he has received multiple Empire State Counsel Awards and the Legal Aid Society Pro Bono Publico Award.

He 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* and the Chair of the NYU Sports Law Society. He received a B.A. in Political Communication, *cum laude*, in May 2012 from The George Washington University.

## Recent Experience

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

# Recognitions

Adam has been listed in *Lawdragon's* 2025 edition of “500 Leading Global Entertainment, Sports & Media Lawyers.” He was also recognized as one of the *Best Lawyers: Ones to Watch® in America* in Entertainment and Sports Law from 2022–2025 and as a “Rising Star” in Sports Law by *The Legal 500 U.S.* in 2020–2024. In 2023, Adam was named to the inaugural *Conduct Detrimental* “10 Under 10” List, which honors ten “next generation” sports law attorneys within ten years of law school graduation.

He is a core member of the firm’s Sports Law Group, which has been named among *Law360's* Sports & Betting Groups Of The Year in 2017 and 2020–2023 and in Best Law Firms® “Law Firm of the Year” in Sports Law in 2024.

Adam is part of the group recognized with *GCR's* 2022 “Litigation of the Year: Cartel Prosecution” award for their unanimous Supreme Court victory in *Alston v. NCAA*.

His other recognitions include:

- 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, a member, and former Secretary, of New York City Bar Committee on Sports Law and a member of the Sports Lawyers Association. He 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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## RECOGNITIONS

Winston Attorneys Featured on the 2025 *Lawdragon* Leading Global Entertainment, Sports & Media Lawyers List  
MARCH 7, 2025

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## RECOGNITIONS

Winston & Strawn's Antitrust Work Shortlisted for Three GCR Awards 2025  
FEBRUARY 5, 2025

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## RECOGNITIONS

Winston & Strawn Wins Three 2024 Law360 Practice Group of the Year Awards  
JANUARY 20, 2025

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## RECOGNITIONS

Winston Team Led by Jeffrey Kessler Featured as Litigator of the Week  
OCTOBER 11, 2024

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## RECOGNITIONS

Winston Attorneys Recognized in *Best Lawyers: Ones to Watch® in America* 2025  
AUGUST 15, 2024

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## PRESS RELEASE

Hagens Berman and Winston & Strawn Seek Court Approval of Historic Settlement to Revolutionize College Sports  
JULY 26, 2024

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## RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2024  
JUNE 12, 2024

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## IN THE MEDIA

Winston & Strawn Secures Multibillion-Dollar Settlement for College Athletes  
MAY 28, 2024

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## PRESS RELEASE

Hagens Berman and Winston & Strawn Secure Historic Multibillion-Dollar Settlement for College Athletes and Bring Revolutionary Change to College Sports  
MAY 23, 2024

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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 Land mark Antitrust Class Action Challenging NCAA “Amateurism” Ban on Athlete Compensation

DECEMBER 7, 2023

# Capabilities

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Antitrust/Competition

Litigation/Trials

Labor & Employment

Public Companies

Sports