



Contact

Robert E. Freeman

Partner

New York

+1.212.969.3170

rfreeman@proskauer.com

Robert E. Freeman is a partner in the Corporate Department, co-head of the Technology, Media & Telecommunications Group and a member of the Sports Law Group.

Rob began his career as an intellectual property and antitrust litigator before shifting the focus of his practice to intellectual property-related transactions. Today, he leads a team of media, sports and technology attorneys representing clients such as Hulu, Altice USA, Cox Communications, fuboTV, Discovery Communications, MSG Networks, NBA Media, NFL Media and the PAC-12 Networks. Rob's work for these clients includes a broad array of corporate transactions ranging from the negotiation of complex media and sports rights and content distribution agreements, including over both traditional (e.g., cable, satellite, telco) and digital (e.g., Internet, wireless) platforms, to the creation of joint ventures, strategic alliances and complex commercial licensing arrangements and industry-specific mergers and acquisitions. In addition, as recognized by *Chambers USA*, Rob has extensive experience in the area of sports and arts-related sponsorship, naming rights, licensing, endorsement and talent-related agreements.

Recent examples of Rob's work include representing Discovery in connection with its joint venture with The Enthusiast Network (TEN), which combined Discovery's Velocity linear network with TEN's Motor Trend On-Demand service; Hulu in

connection with the launch of its live linear television “over the top” streaming service; and Altice USA in connection with its recent distribution deal with Disney-ESPN, which included the launch of both the SEC Network and ACC Network. Rob is consistently cited in *Chambers USA* and *The Legal 500 US* as a recommended lawyer for Media & Entertainment and Technology & Telecoms. He has been recognized in each of the last three years as one of *Variety’s* New York Elite Dealmakers, which honors East Coast power players for their work in the media and entertainment industries. He was honored on *Variety’s* “Dealmakers List” in 2019, recognizing the executives behind the biggest deals in media and entertainment. Rob also was named a 2018 and 2019 Top Lawyer by Cablefax, which recognizes “the legal titans of cable, broadband, broadcast TV, wireless and internet” and was named to *The Hollywood Reporter’s* 2018 Power Lawyers list honoring the top entertainment lawyers in the U.S.

Rob is a frequent lecturer on sports, media, intellectual property, licensing, emerging technology, digital rights and sponsorship issues and is the editor of Proskauer’s “Three Point Shot” sports e-newsletter. He is on the Board of Directors of the T. Howard Foundation, whose mission is to increase diversity in the media and entertainment industries, and chairs the Golf Committee for the March of Dimes’ annual golf outing in the NYC area. Finally, Rob is the past NYC regional leader of the Princeton Entrepreneurs Network.

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Matters

Some recent examples of Rob’s work include:

- Representation of some of the largest cable operators and networks in the U.S. with respect to all manner of programming distribution arrangements, including both traditional MVPD distribution and new media platform distribution (e.g., broadband, wireless and “app-based”)
- Structuring and negotiation of a major sports media rights agreement
- Counseling relating to the launch of a new regional sports network

- Negotiation of a joint venture involving Discovery, SONY and IMAX to develop and launch the first 24/7 3D-TV network
- Representation of Armstrong in a “baseball style” arbitration against DirecTV Sports Net Pittsburgh under the *Liberty Order*
- Representation of Major League Baseball in its evaluation of a proposed media rights agreement involving one of its signature franchise
- Representation of a major international media company in its acquisition of a U.S.-based sports management company
- Representation of the Orlando Magic in its naming rights deal with Amway and its “Champions of the Community” level sponsorships
- Representation of Time Warner Cable in its naming rights deal with the Charlotte Bobcats
- Negotiation of the renewal of all sponsorship and television agreements relating to a PGA Tour-sanctioned golf tournament

Practices

Corporate/Transactional, Copyright, Intellectual Property

Industries

Technology, Media & Telecommunications, Entertainment, Sports, Asset Management , Private Equity

Education

Georgetown University Law Center, J.D., 1993

cum laude

Princeton University, A.B., 1990

Admissions & Qualifications

New York

Court Admissions

U.S. District Court, District of Columbia

U.S. District Court, New York, Eastern District

U.S. District Court, New York, Southern District

Memberships

New York State Bar Association (Intellectual Property Law Section)

American Bar Association (Internet Committee and the Entertainment and Sports Section)

Sports Lawyers Association

The Executive Council (Media & Entertainment Board)

Awards & Recognition

The Legal 500 United States: Media & Entertainment 2017-2018

The Legal 500 United States: Industry Focus: Sports

The Legal 500 United States: Media, Technology, and Telecoms: Media and Entertainment: Transactional 2016-2020

The Legal 500 United States: Media, Technology, and Telecoms: Technology: Outsourcing 2018-2020

The Legal 500 United States: Media, Technology, and Telecoms: Technology: Transactions 2018-2020

The Legal 500 United States: Media, Technology, and Telecoms: Telecoms and Broadcast: Transactional 2016-2020

Best Lawyers in America 2020

New York Super Lawyers: Entertainment & Sports

Top Dealmaker in Broadcasting & Cable Magazine

Cablefax Top Lawyers 2018

Variety: Dealmakers Elite New York 2017-2019

Variety: Dealmakers Impact Report 2019

Acritas Star Lawyer 2020