

DON E. N. GIBSON, ESQ.

4848 E. Cactus Road, Suite 505-516 ✧ Scottsdale, AZ 85254

480.550.1930 ✧ dgibson@kavi-se.com

SUMMARY OF QUALIFICATIONS

- ❖ Extensive experience as a senior level business executive and as a business and litigation attorney in the sports industry.
- ❖ Expertise in licensing, corporate sponsorships, brand development, marketing, and intellectual property development and protection.
- ❖ Proven track record of successfully helping clients develop and bring to market novel sports performance and consumer products.
- ❖ Well connected with senior level executives at professional sports leagues and teams, amateur sports organizations, and sporting goods manufacturers.
- ❖ Teaching experience at nationally ranked law schools.
- ❖ Outstanding communications, interpersonal relations, negotiation and personnel management skills.

PROFESSIONAL EXPERIENCE

KAVI SPORTS & ENTERTAINMENT ✧ Scottsdale, AZ

Founder, President & CEO

2009 - Present

Provide marketing and business development services to individuals and businesses involved in the sports and entertainment industries, and successfully leverage senior level contacts at major professional sports leagues and other entertainment and sports properties to secure licensing and other opportunities for clients. Our services include strategic and business plan development, marketing plan development and execution, product development, brand development and strategy, establishing strategic business alliances, and capital raise.

Arizona State University, Sandra Day O'Connor College of Law ✧ Phoenix, AZ

Professor of Practice

2015 - Present

Teach courses on Sports Law and Business in the Sports Law and Business Program, a collaboration between the Sandra Day O'Connor College of Law and the W.P. Carey School of Business at Arizona State University.

Dreier Stein Kahan Browne Woods George LLP ✧ Santa Monica, CA

Partner

2007-2009

Joined firm in November 2007 as head of new sports law practice group. Responsible for developing a transactional oriented sports practice, focused on areas such as licensing, business transactions, including sponsorships, naming rights and other commercial partnership arrangements, intellectual property protection, and league structure and operation. Had successfully grown legal department to five attorneys within first year of operation but firm was forced to disband due to indictment of firm owner on criminal charges.

Dreier Sports Opportunities Group LLC ✧ Santa Monica, CA

Chief Operating Officer

2007-2009

Formed new sports marketing and business development company affiliated with the Dreier Stein Kahan Browne Woods George law firm and focused on offering varied marketing and business services to individuals and

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businesses involved in the sports industry. As Chief Operating Officer was responsible for developing business model and business plan, all day-to-day management and administration of company, developing and executing marketing and business strategy for company, developing and servicing clients, and developing and implementing marketing and business strategies for clients. Had successfully engaged two dozen clients within first year of operation but business was forced to disband due to indictment of company owner on criminal charges.

SECTION 1 ✧ SOLANA BEACH, CA

Vice President / Principal

2003 - 2007

Co-founder of consumer products company focused on sports fans and attendees at entertainment events. Assumed accountability for product development, marketing, sales and licensing.

XL SPORTS ✧ MARINA DEL REY, CA

President / CEO / Founder

2001 – 2003

Formed sports agency providing complete and innovative management and marketing services to professional athletes. Negotiated player contracts, developed endorsement and other marketing opportunities, and provided guidance to allow clients to succeed on and off the field. Additionally, provided business consultation services to corporate clients including guidance on licensing matters, business plan development, identification and development of new business opportunities.

NAISMITH MEMORIAL BASKETBALL HALL OF FAME ✧ SPRINGFIELD, MA

Chief Operating Officer

1997 – 2000

Responsible for all day-to-day operations, including revenue source development, financial operations, marketing, fundraising, and legal matters. Had full P&L oversight, including management of \$103 Million new Hall of Fame /Riverfront development project.

MAJOR LEAGUE BASEBALL ✧ NEW YORK, NY

❖ **Senior Vice President Business Affairs /Acting President & CEO (MLB Properties)**

1994-1996

Responsible for all operations of the licensing and marketing division of Major League Baseball, including licensing, corporate sponsorship, special events, marketing and legal.

❖ **Vice President and General Counsel (MLB Properties)**

1992-1994

Built Legal Department from one attorney to four attorneys and paralegal and administrative staff of six; managed staff of attorneys, paralegals and administrative personnel; responsible for all company legal matters including intellectual property protection, quality control of licensed products, license agreement compliance, oversight of company litigation, selection and supervision of outside counsel, and drafting and negotiation of licensing and other contracts. Served as Corporate Secretary; responsible for coordinating Board meetings and maintaining corporate minutes.

❖ **Associate Counsel (Office of the Commissioner / MLB Properties)**

1989-1992

Drafted licensing, sponsorship, broadcast and other types of agreements; supervised intellectual property protection efforts; reviewed contracts related to the sale or transfer of Major League Baseball Clubs.

Stein & Kahan, A Law Corporation ✧ Santa Monica, CA

Litigation Attorney

1986-1989

Conducted legal research, drafted memoranda, court pleadings, including motions and trial and appellate briefs, took and defended depositions and provided trial support in various civil litigation matters, most of which involved persons or entities in the entertainment industry.

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Stanford University Law School ✧ **Stanford, CA**

Teaching Fellow

1985-1986

Taught Legal Research and Writing to First Year students.

Law Offices of Marvin E. Krakow ✧ **Los Angeles, CA**

Attorney

1984-1985

Drafted court pleadings and conducted legal research in employment related litigation matters.

United States District Court, Central District of California ✧ **Los Angeles, CA**

Law Clerk to the Honorable Judge David W. Williams

1983-1984

Served as Judge Williams' only law clerk and in that capacity researched legal matters, wrote memoranda recommending rulings on criminal and civil matters before Judge Williams, and wrote opinions and orders issued by Judge Williams, some of which were published.

EDUCATION

Juris Doctorate ✧ **UCLA School of Law** ✧ **Los Angeles, CA**

UCLA Law Review: Chief Comments Editor (1982-1983); Staff Member (1981-1982)

BA, Economics ✧ **Bucknell University** ✧ **Lewisburg, PA**