

## Matthew E. Eisler

Partner

Denver

New York

### Biography

Partner and global head of the firm's Sports group, Matthew Eisler is responsible for leading the sector's diverse team of more than 100 lawyers across 15 offices worldwide.

As a senior member of the firm's highly regarded Corporate & Finance practice, Matt focuses on complex corporate transactions in the sports, entertainment, and technology sectors. He is known for his prominent practice securing winning outcomes for matters involving cross-border pursuits, professional sports team and venue acquisitions, league governance and compliance matters, naming rights and sponsorship agreements, joint ventures, and strategic funding and financing issues.

Clients benefit from Matt's distinguished experience handling a number of the biggest transactions in sports and entertainment. His achievements include the sale of the NBA's Brooklyn Nets, coined by *The Wall Street Journal* as the "highest price paid for a U.S. professional sports franchise" and Oracle's acquisition of the naming rights to the San Francisco Giants park, now known as Oracle Park. He also led the team that advised Roku, Inc. on its acquisition of exclusive content rights to Quibi's award-winning programming, expanding the platform to be one of the biggest streaming services in the United States reaching an estimated 61.8 million people in 2020.



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### Practices

Mergers and Acquisitions

Private Equity

Corporate Governance and Public  
Company Representation

Joint Ventures

Leveraged and Acquisition Finance

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### Industries

Technology and Telecoms

Insurance

Life Sciences and Health Care

Real Estate

Sports, Media and Entertainment

Private Capital

Matt is a trusted partner to a diverse global client base within sports, entertainment, and technology, including, for example, Arctos Capital Partners, Oracle, Brooklyn Sports and Entertainment, Blue Pool Capital, J Tsai Sports, San Antonio Spurs, UnitedHealth Group, Optum, Roku, and Onexim Sports and Entertainment.

Operating at the forefront of the industry, Matt is also a regular speaker, writer, and commentator on current legal issues related to the business of sports and entertainment. He also likes to think that the Colorado Rockies will win the World Series in his lifetime.

## Representative experience

Representing the National Basketball Association (NBA) San Antonio Spurs in a strategic investment from Sixth Street, a leading global investment firm, and Michael Dell, Chairman and Chief Executive Officer of Dell Technologies.

Representing the NBA San Antonio Spurs in connection with the repurchase of equity interests from 13 investors and a related reorganizational transaction.

Representing Arctos Capital in connection with its approval to be an NBA Member, and its acquisition of a minority interest in the Golden State Warriors, which was the first transaction in the NBA involving a private investment fund.

Advising Joe Tsai, executive vice chairman and co-founder of Alibaba Group and owner of the NBA's Brooklyn Nets and the National Lacrosse League (NLL) San Diego Seals, in the purchase of a new expansion Las Vegas-based NLL team.

Advised Mikhail Prokhorov in an agreement to sell full ownership of the Barclays Center and his 51% controlling interest in the Brooklyn Nets to an entity controlled by Joe Tsai.

Advising Roku, Inc. (Roku) on its acquisition of TOH Intermediate Holdings LLC, owner of "This Old House," America's No.1 TV home improvement show.

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## Areas of focus

Sports

Infrastructure/Energy M&A and Joint Ventures

Private Equity and Venture Capital Funds

Bolt-ons

Co-investments

Governance

Hospitals and Health Care Providers

Medical Devices

Real Estate Private Equity

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## Education and admissions

### Education

J.D., Benjamin N. Cardozo School of Law, cum laude, 2007

B.A., Rutgers, The State University of New Jersey, with honors, 1999

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## Bar admissions and qualifications

Colorado

New Jersey

New York

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Advising Roku on its acquisition of Quibi Holdings, LLC, owner of world class content backed by Jeffrey Katzenberg and Meg Whitman.

Advising the National Football League in connection with a number of matters, including sponsorship and data related advice.

Advising Oracle on its landmark acquisition of the naming rights to the San Francisco Giants parka Major League Baseball stadium, now known as Oracle Park, home of the San Francisco Giants.

Advising Mikhail Prokhorov on Onexim Sports and Entertainment Holding's sale of a 49.9 percent interest in the Brooklyn Nets to Joe Tsai and his family fund, Blue Pool Capital.

Advising Mikhail Prokhorov on Onexim Sports and Entertainment Holding's acquisition of the Brooklyn Nets from Forest City Ratner.

Advising Mikhail Prokhorov on Onexim Sports and Entertainment Holding's acquisition of the Barclays Center from Forest City Ratner.

Advising Mikhail Prokhorov on Onexim Sports and Entertainment Holding's acquisition of a majority interest in the Nassau Veterans Memorial Coliseum.

Advising Brooklyn Sports & Entertainment on the acquisition and renovation of the historic Webster Hall entertainment venue in New York City.

Advising Anschutz Entertainment Group on its acquisition of a joint venture interest in HDNet (now AXS TV).

Advising Clarity Media Group, Inc. on the asset purchase of the *Colorado Springs Gazette*.

Advising Optum360, LLC in connection with a multi-party reorganization transaction.

Advising Oracle on its acquisition of Nor1, a hospitality technology company.

Advising Oracle on its acquisition of Pixology Limited, a UK technology company and owner of the "Sauce Video," a content creation and sourcing solution.

Advising Dynamic Food Ingredients Corporation (DFI), a food-tech company, on its cross border joint venture with leading sugar producer Mitr Phol Group at a \$500m valuation.

Advising WellMed Medical Management on its take-private acquisition of Texas-based physician group USMD (formerly, NASDAQ:USMD).

Advising UnitedHealth Group on its acquisition of MedExpress, operator of (at the time) 141 urgent care facilities.

Advising Optum on its acquisition of MedSynergies, a revenue cycle management company serving more than (at the time) 9,000 care providers across the United States.

Advising Revelstoke Capital Partners on its acquisition of Career Step, a medical education company, including several related bolt on transactions.

Representing Vention Medical, formerly a Mountaingate Capital portfolio company, in its acquisition of RiverTech Medical and FastForward Medical.

Representing Sandstone Care Holdings (a behavioral health business) in its formation and a capital investment.

Advising Persistent Energy Group on a pro bono basis on its acquisition of Impact Energy, a solar solutions company.

## Latest thinking and events

### ■ Press Releases

- Hogan Lovells advises Major League Cricket in financing to drive American Cricket development

### ■ Published Works

- Winning in a world of super leagues and constant change *Sports Business Journal*

- Press Releases
  - Hogan Lovells advises Oracle on US\$28.3 billion acquisition of Cerner
- Press Releases
  - Hogan Lovells advises USA Cricket as it wins historic first T20 World Cup hosting bid
- Media Mention
  - Hogan Lovells advises USA Cricket as it wins historic first T20 World Cup hosting bid *Sports Law Expert*
- Press Releases
  - Hogan Lovells advises the NBA's San Antonio Spurs as investors including Michael Dell acquire stake