

SETON HALL | LAW

**Sports Law Symposium: Money in Sports: The Year of Investment in Sports
November 8, 2023**



Michael Sword, Esq.

President – Broadcasting Diplomacy LLC

Founding Partner – Sword Law LLC

msword@broadcastingdiplomacy.com

Mike Sword has worked in the entertainment and media business for over twenty-five years as an attorney, consultant, talent manager and producer.

Mike's career began in the New York office of Proskauer Rose LLP, where he worked for a wide variety of clients in the areas of television, film, sports media, music, theater, publishing, live events, fashion, video gaming, sponsorship, marketing, licensing and digital content.

Following his Proskauer years, Mike's entrepreneurial drive led him to start Sword Law LLC, a boutique firm where he represents broadcasters, celebrity experts, lifestyle personalities, network executives, producers, writers, directors, actors, influencers, technology companies, gaming companies and brands.

In addition to his legal work, Mike also founded and operates Broadcasting Diplomacy LLC, a consultancy dedicated to navigating the ever evolving challenges and opportunities of the entertainment, media and adjacent industries. Broadcasting Diplomacy advises clients with respect to media careers, strategic partnerships, intellectual property rights, content packaging, licensing, branding, distribution, marketing, sponsorships, production and crisis management.

Throughout his career, Mike has enjoyed the honor of representing professionals at the highest levels of the global media business whose achievements have secured recognition at the Emmy Awards, Tony Awards, Edgar Awards, BAFTAs and OSCARs. His clients have won over a dozen Sports Emmys.

Specifically in the area of sports media, current projects include advising on the creation of a new combat sports venture and working with the National Football Foundation to launch content centering on the College Football Hall of Fame.

Mike graduated from the University of Virginia in 1995 and the University of Virginia School of Law in 1998. He lives in Staten Island, New York with his wife, Laura. Their children currently attend the William & Mary Law School and the University of Virginia.