

SETON HALL | LAW

Sports Law Symposium: Going Inside the Deal: The Art & Science of Negotiating, Structuring, and Managing Complex Contracts

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Daniel E. Lust
Professor
Haub School of Law
Litigation

Adjunct
Elisabeth
Contracts,
dlust2@law.pace.edu

Adjunct Professor Dan Lust teaches Sports Law at the Elisabeth Haub School of Law at Pace University and is a full-time attorney at Moritt Hock & Hamroff. His private practice focuses on representing athletes, entertainers, influencers, musicians, and agencies in connection with their business transactions which include endorsement and sponsorship deals as well as complex business ventures. Professor Lust also has an extensive litigation background and has handled high-profile matters for a diverse range of individuals and businesses including Fortune 500 companies.

He began his professional career working for the New York Giants in their Public Relations Department and remained with the team for several years while simultaneously pursuing a law degree at Fordham Law School. During law school, Professor Lust focused on an intensive Sports Law track, training on both the player and team side of employment and contractual issues: working for SFX Baseball (now ISE Baseball), one of the premier baseball agencies in the country, and also for MLB teams within the salary arbitration process including the Cincinnati Reds, Minnesota Twins, and Oakland Athletics. Over the last decade, Professor Lust turned his sports-specific beginnings into a well-rounded legal practice which has evolved to include representation of professional athletes, entertainers and other celebrities as well as institutional clients.

Named a “Rising Star” by Super Lawyers each year from 2019 through 2023, Professor Lust is recognized as one of the preeminent voices on legal issues specific to professional and collegiate athletes and the teams for which they play. He is frequently called upon to provide his expertise for his network of industry contacts and media outlets and has also been a featured speaker for events before students, lawyers, judges, and business owners. In this capacity, he has made countless appearances on television and radio programs across the country and is regularly quoted on Sports Law issues in national media including ESPN, Fox Sports, The Wall Street Journal, USA Today, Fox Business, Front Office Sports, The Athletic, Action Network, CBS Sports, MSG Network, Law & Crime, and Court TV.

He also hosts a popular podcast called “Conduct Detrimental: THE Sports Law Podcast” and with thousands of listeners each month it is considered the #1 Podcast in the genre. His show is at the forefront of the sports media space and has been cited by the New York Times, Washington Post and ESPN, among other outlets, for its in-depth coverage of complex topics such as name, image, & likeness in college sports, contract disputes at the professional sports level, antitrust litigation, athlete unionization, and sports betting legalization.

EDUCATION

BA, Union College

JD, Fordham University School of Law
COURSES TAUGHT

[Sports Law LAW 753](#)
HONORS & AWARDS

Super Lawyers Rising Star (2019–2023)
Best Lawyers in America Ones to Watch (2023)
On3 Top 50 Voices in College Sports (2023)
Long Island Business News Who's Who In Intellectual Property Law (2023)
PUBLICATIONS

Law 360, "[Hoopers in NCAA Suit Respark Eligibility Framework Debate](#)" (December 18, 2023)
Law 360, "[NY's Updated NIL Law Blazes A New Trail for Student-Athletes](#)" (July 13, 2023)
Law360, "[Beware Patchwork Of State NIL Laws For Student-Athletes](#)" (May 18, 2023)
Law360, "[How NY's Student-Athlete NIL Law Fits Within NCAA Guidance](#)" (December 19, 2022)