

SETON HALL | LAW

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

February 27, 2025



William P. Deni, Jr.

Director, Business & Commercial Litigation Gibbons
P.C. wdeni@gibbonslaw.com [OBJ][OBJ][OBJ]

Mr. Deni has a diverse practice in litigation and sports law. He is a trial lawyer who is fully conversant in the Federal Rules of Civil Procedure and Evidence and the state court rules of New Jersey and New York. Having served a clerkship in the United States District for the District of New Jersey, he is especially attuned to the Local Civil Rules and Local Patent Rules of the District of New Jersey. Mr. Deni has extensive experience representing some of the world's largest and most prestigious companies from diverse industries, including pharmaceuticals, energy, raw materials, health insurance, and financial services. He litigates a wide range of matters in federal and state courts, including complex contractual and commercial disputes, trademark and patent infringement, business torts, partnership disputes, antitrust, and violations of Employee Retirement Income Security Act (ERISA), and the Fair Debt Collection Practices Act (FDCPA).

Mr. Deni complements his litigation background with a sports and entertainment practice, advising professional athletes, Olympians, coaches, teams, and entertainers. He represents athletes in contract negotiations with professional clubs and in sponsorship endorsements. He is certified as a contract advisor by the National Football League Players Association (NFLPA) and is qualified as an agent by the International Federation of Association Football (FIFA). Included on the New Jersey Super Lawyers Rising Stars list annually since 2007, Mr. Deni was recently recognized by *The American Lawyer*, a national legal publication focusing on the nation's top law firms, as one of the NFL agents who hail from AmLaw200 law firms