


Kaleisha N. Stuart

DEPUTY GENERAL COUNSEL • SPORTS & ENTERTAINMENT

 Dallas, TX

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CAREER SUMMARY

Detail-oriented, Stanford Law School graduate charging into her seventh NFL season in sports and entertainment law. Developed a wide skillset supporting businesses including professional sports, live events, esports, fitness clubs, merchandising, construction, real estate, and property management. Highly valued and trusted business partner with excellent problem-solving, analytical, communication, client service, and relationship management skills. Proven ability to communicate complex concepts and adapt quickly to new business and legal environments. Award-winning thought leader who thrives in fast-paced environments, working independently or with a team.

EDUCATION

Stanford Law School • Stanford, CA • 2015
Juris Doctorate (licensed in the State of Texas)

Texas A&M University • College Station, TX • 2012
Bachelor of Arts, Economics, Political Science

PROFESSIONAL EXPERIENCE

Dallas Cowboys Football Club, Ltd. • Dallas, TX

**Deputy General Counsel
Associate Counsel**

**March 2021 – Present
February 2016 – February 2021**

Reporting directly to the General Counsel and supervising one direct report, help to manage all legal and business affairs for the organization, which comprises AT&T Stadium operations, The Star operations, large scale events, merchandising businesses, luxury fitness clubs, a coworking space business, and construction and real estate businesses. Design, implement and develop training for new processes. Lead and advise on projects related to human resources matters, security and risk management, licensing and merchandising agreements, community relations and PR, media and brand events, suite leases, new business ventures, intellectual property, commercial and residential construction projects, and real estate.

- Manage the development and continued expansion of The Star from a legal perspective, including working with key internal and external stakeholders such as the City of Frisco, local agencies and public safety.
- Played key legal role in the transition from Ticketmaster to SeatGeek as the Dallas Cowboys' primary ticketing provider.
- Developed and managed vaccine verification project spanning multiple departments and client groups for the purpose of complying with evolving NFL rules, local regulations and industry best practices for managing COVID-19.
- Served on the Dallas Cowboys' COVID executive committee responsible for developing and communicating the company's COVID-19 protocols, communications and return-to-work strategy.
- Routinely negotiate agreements for major events including concerts, collegiate games, boxing matches, tournaments and festivals.
- Served as the lead counsel representing the Dallas Cowboys in the development of a COVID-19 filming bubble for the 2020 Dallas Cowboys Cheerleaders Training Camp, featured in the 15th season of "Making the Team" on CMT network. Successfully kept over 150 individuals safe and healthy for three weeks via a rigorous testing schedule, security plans, and health and safety protocols. The bubble became a model for other reality TV shows filmed in the COVID-era.
- Served as the lead counsel in the negotiation of a landmark, 12-year sponsorship agreement between Molson Coors and the Dallas Cowboys to keep MillerLite the "Official Beer of the Dallas Cowboys." The highly complex and multifaceted agreement made history as one of the most valuable sponsorship deals for an individual team, outside of stadium naming rights deals.
- Lead counsel on the acquisition of a majority stake in Complexity, one of the nation's most established esports organizations, providing day-to-day legal advice and support by drafting agreements, managing employment matters and resolving disputes.
- Entrusted to develop and implement the Dallas Cowboys' DE&I infrastructure and co-founded its first employee resource group.
- Recipient of the 2019 Dallas Cowboys Brand Values Award for Pursuit of Excellence. The prestigious award is given to only one employee annually in recognition of living the company's values. Nominated by peers for "understanding the business and the team's objectives and achieving goals with professionalism, grace and kindness."

Jones Day • Dallas, TX

Associate

October 2015 – August 2016

Worked on a team that represented issuers and underwriters in public and private offerings of equity and debt securities, mergers and acquisitions, and dispositions of corporate securities and assets. Supported corporate counseling projects related to SEC disclosure, corporate governance, directors' and officers' fiduciary duties, tender offers, and other contests for corporate control.

- Assisted in the execution of a range of private growth financings and conducted industry and company-specific due diligence including emerging industry trends, public company comparable analyses, and public company trading analyses.
- Was seconded for six months to the Dallas Cowboys' Football Club, Ltd., which resulted in a full-time offer as Associate Counsel.

NIKE, Inc. • Beaverton, OR

Summer Intern, Extern

July 2014 – June 2015

As summer intern (July to August 2014), assisted in-house legal teams with a wide range of legal issues and projects. As extern (September 2014 to June 2015), assisted attorneys with legal research and charitable initiatives. Also reviewed and helped draft licensing and distribution agreements and athlete endorsement contracts.

- Supported the Nike Foundation, researching legal issues impacting the foundation, analyzing potentially applicable tax statutes, and developing grant proposal applications for charitable programs.
- Developed a presentation on the status of LGBTQ+ rights in all 50 states, which was used to help determine Nike's response to controversial anti-gay legislation.
- Researched and recommended choice of law and venue for sales and distribution contracts in emerging markets.

AFFILIATIONS

ABA Forum on Entertainment and Sports • Standing Committee Member, Sports Section (2021-Present)

Sponsors for Educational Opportunity Law Fellowship • Career Coach (2018 – 2021)

Women in Sports and Events, Dallas-Fort Worth Chapter • Legal Counsel & Formation Support (Spring 2018 – Present)