

PAUL SHEEHY

ATTORNEY AT LAW

CONTACT

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EMAIL

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EDUCATION

JURIS DOCTOR, 1990

Whittier College School of Law

Los Angeles, California

ABA Accredited

President, Entertainment & Sports Law Society (1988, 1989)

Class Rep, International Law Society (1987, 1988)

MASTER OF BUSINESS ADMINISTRATION, 1988

University of New Haven

West Haven, Connecticut

BACHELOR OF SCIENCE, 1985

Springfield College

Springfield, Massachusetts

Major: Political Science

Minor: Business Administration

Varsity Football (1981-1985)

Board of Governors (1982-1983)

EXECUTIVE CERTIFICATE, 2010

Harvard Law School

Cambridge, MA

Program on Negotiation

Advanced Negotiation: Deal Design & Implementation

PERSONAL

Married to wife, Sheila, with two grown children, Jeremy & Sean

EXPERIENCE

PROSTAR SPORTS AGENCY

Founder / President

1988-PRESENT

Littleton, Colorado

- Founded agency as a first-year law student in 1988
- Responsible for all day-to-day agency operations including all player association, individual state athlete agent law, and individual university rules, regulations, and registration compliance.
- Present client list includes approximately 30 professional football players and 50 coaches in the National Football League and at the NCAA level.
- Clients have participated in nearly 20 Pro Bowls and more than 40 Super Bowls as well as multiple Walter Camp NFL Man of the Year and Ed Block Courage Award nominees.
- Negotiated multiple NFL Playing Contracts with each of the 32 NFL teams, and have negotiated approximately 600+ NFL player contracts.
- Scope of representation includes playing/coaching contract negotiation, marketing, endorsement and sponsorship contract negotiation, contractual arbitration, injury and non-injury grievance procedures, NFL fine and discipline appeals, worker's compensation coordination, financial oversight, insurance review and post career guidance. This representation requires me to have an in-depth working knowledge of the labor agreements in each league, along with salary cap management skills.
- Selected to serve as a member of the annual **NFL Players Association Agent Advisory Committee** for more than ten years. This committee of approximately 20 agents selected from among the approximately 1,000 agents certified by the NFL Players Association meets each year to discuss issues pertaining to player rights, benefits, collectively bargained items, trends and other relevant and pertinent items which shape current and future Collective Bargaining Agreements.
- One of 6 agents selected to serve on the board to write the original NFL Players Association **New Agent Exam** and participated in numerous annual rewrites and updates of the exam, most recently in 2024.
- Selected as one of just 14 agents to sit on an NFL Players Association committee regarding developments and strategies pertaining to NFL-NFLPA labor negotiations (2006).

BAR ADMISSIONS

Colorado Bar Association
Active/In Good Standing
1998 – Present

California Bar Association
Active/In Good Standing
1990 – Present

United States District Court
District of Colorado
Admitted 1999

United States District Court
Central District of California
Northern District of California
Admitted 1990

CERTIFICATIONS

NFL Players Association
Certified Contract Advisor
(1988 – Present)

CFL Players' Association
Certified Contract Advisor
(1990 – Present)

NHL Players' Association
Certified Agent
(1994-1998)

MEMBERSHIPS

Colorado Bar Association
Sports & Entertainment Law Section
Chair (2024 – Present)
Vice Chair (2022 – 2024)
Legislative Liaison (2021 – 2023)
Exec. Committee (2021 – 2022)

Sports Lawyers Association
2010 – Present

National Sports Marketing Network
Steering Committee Member
2007 – 2008

EXPERIENCE

UNIVERSITY OF COLORADO SCHOOL OF LAW 2024
Adjunct Professor Boulder, Colorado

- Served as an adjunct professor teaching **Sports Law** during the Spring semester, with a class of nearly 40 students.
- This course taught how multidisciplinary the subject of Sports Law actually is, discussing topics including governance of professional sports leagues, labor law and collective bargaining agreement in professional sports, labor arbitration, restraints on labor mobility/free agency, antitrust law applied to the special nature of the sports industry, potential employment status of student-athletes, representation of athletes and coaches, Title IX and equity in sports, and ongoing discussions and analysis of the myriad pieces of litigation surrounding the NCAA, including Name, Image and Likeness and related cases.
- Engaged various high profile industry professionals via remote video in a **QuickTakes** opening segment to generate energy and discussion on a variety of relevant topics. Speakers included ESPN NFL insider, Adam Scheffter, ESPN analyst and former NFL executive, Louis Riddick, and Formula 1 racing chief legal counsel for multiple teams including Mercedes AMG Petronas, Alpine, and now Andretti Racing, Caroline McGroory to name a few.

UNIVERSITY OF DENVER 1998-2007
DANIELS COLLEGE OF BUSINESS
Adjunct Professor / Student Advisor Denver, Colorado

- Served as an adjunct professor as part of the MSM/MBA Sport Management program, teaching **Negotiating Contracts in Professional Sports** each Fall semester (1998-2007) and **Dispute Resolution** in 2007.
- **Negotiating Contracts in Professional Sports** provided students with an introduction to understanding and negotiating various types of contracts in professional sports, including but not limited to international and domestic playing contracts, marketing and endorsement contracts, stadium naming rights, leases, and concession and vending contracts. The course provided students with the necessary background needed to prepare for such negotiations and provide the opportunity to apply skills learned into practice through high level mock negotiating sessions.
- **“Dispute Resolution”** analyzed and compared various dispute resolution processes and applications to specific problems and disputes. It included an examination of factors such as culture, history, tradition, economics, politics, institutional developments, which influence the design and selection of systems for handling disputes.
- Assisted students in the formation of the **Sports Management Commission** student organization, serving as the faculty advisor from 2004-2006.
- Established and organized the **Sports Management Leadership Speaker Series** in 2003, inviting elite sports industry leaders to speak at the school to a small group of students. The Series played host to such prominent executives as two-time NFL Executive of the Year while with the New England Patriots, Scott Pioli; San Diego Chargers vice president Ed McGuire who is the foremost salary cap expert in the NFL; and Mark Sauer, the President and CEO of the St. Louis Blues, the Savvis Center arena, the St. Louis Cardinals and Pittsburgh Pirates.

VOLUNTEERISM

Dakota Ridge High School Football
Littleton, Colorado
Varsity Football Assistant Head Coach
(2015 - Present)
*Named Assistant Coach of the Year
for All Sports, 201, 2021*

Brain Injury Alliance of Colorado
Youth Sports Concussion Group
Committee Member
(2010 - 2013)
*Wrote the Jake Snakenberg Youth
Sports Concussion Act (SB 11-040)*

South Jeffco Sports Association
Littleton, Colorado
President
(2009 - 2012)
*The largest multisport youth sports
organization in Colorado*

Garth Brooks' Teammates 4 Kids
Castle Rock, Colorado
Team Building Liaison
(2009-2012)

Active Force Foundation
Denver, Colorado
Fundraising Event Assistant
Benefitting Wounded Warriors and
Warrior Transition Battalion
*Celebrity Sporting Clays Challenge
NFL Draft & Bowling Party*
(2009 - 2011)

Hope's Promise Adoption Agency
Castle Rock, Colorado
Fundraising Event Assistant
(2001-2003)

NOMINATIONS

**Street & Smith Sports Business
Journal "Forty Under 40" Award**
Nominee, 2001, 2002

Springfield College
Young Alumni Award
Nominee, 1995

MISCELLANEOUS

Served as designated expert trial
witness on NFL player contract
valuation on multiple occasions.

EXPERIENCE

ROSKY, LANDAU, STAHL & SHEEHY F.K.A., ROSKY, LANDAU & FOX

1988-1997

Partner / Associate / Law Clerk

Beverly Hills, California

October 1993 - September 1997, Partner

Named **full partner** as part of firm restructuring, expanding firm's sports and entertainment practice.

- Became more involved in managing the firm's finances, payroll and budgeting as well as in new attorney and law clerk oversight.
- A representative sampling of non-sports clients includes Hansen's Juice Company, Original New York Seltzer Co., Booda Pet Products, Val Kilmer / ValMark, LP,
- Absolute Post, Inc., Camden House Productions, Classic Movie Poster Art, Inc., and American Beauty Homes.

May 1988 - December 1990, Law Clerk, Rosky Landau & Fox

- Began at this AV rated firm as a full-time law clerk in 1988 providing legal research, client interviews, preparation of pleadings and transactional documents while attending law school.
- Participated in Certified Law Clerk program, arguing law and motion matters in California Superior Courts throughout Los Angeles County.

December 1990 - October 1993, Associate, Rosky Landau & Fox

- Upon passing the bar and being sworn in, responsibilities increased to full case and case load authority, with case mix to include entertainment contracts (talent and production), corporate formation, statutory compliance; transactional matters; and business litigation.

SELECT SPEAKING ENGAGEMENTS

Colorado Bar Association, Sports & Entertainment Section

Organizer/Moderator, CLE Program, 2025

“Building Greatness: The Team Behind the Talent – The Intersection of Wealth, Law and Legacy”

Colorado Bar Association, Sports & Entertainment Section

Organizer/Presenter, CLE Program, 2025

“Beyond the Headset: Inside College Football Coaching Contracts”

Colorado Bar Association, Sports & Entertainment Section

Organizer/Moderator, CLE Program, 2025

“Bringing the 11th Team to the F1 Grid” with Caroline McGrory, Cadillac F1 Director of Legal Affairs

American Inns of Court, Judge William E. Doyle Inn, Denver

Panelist, 2024

“Current State of College Athletics” in light of *Alston, House*, et al

University of Denver Sturm College of Law

Guest Lecturer, Capstone course, 2023

“History and Current State of NIL”

Colorado Bar Association, Sports & Entertainment Section

Presenter, CLE Program, 2023

“Name. Image. Likeness. Two-Years In”

Colorado Bar Association, Sports & Entertainment Section

Presenter, CLE Program, 2021

“Name. Image. Likeness. A New Era in College Sports Post-Alston”

NFL Players Association Annual Agent Seminar

Featured Panelist, 2019

Indianapolis, Indiana

NFLPA Workers Compensation. Panel Attorneys Annual Conference

Featured Panelist, 2018

Boca Raton, Florida

Colorado Bar Association, Sports & Entertainment Section

Presenter, CLE Program, 2013

“Pro Sports Contract Negotiations: Packaging & Presenting the Deal”

Colorado Bar Association, Sports & Entertainment Section

Presenter, CLE Program, 2009

“A New Ballgame: Colorado’s Athlete Agent Regulation”

Fox Sports Rocky Mountain

Expert Guest, 2006, covering NFL Labor Negotiations

Denver, Colorado

National Sports Marketing Network

Panelist. 2006, “Business of the NFL” Event

Panelists included Joe Ellis, EVP/Broncos; Lee Buxton, CMO/Coors Brewing

Denver, Colorado

National Basketball Players Association

Panelist, 2005, All-Star Week Kickoff Event

Panel hosted by Billy Hunter, NBPA Executive Director

Denver, Colorado

Invited Guest Speaker at various Universities

Schools have included Pepperdine University Caruso School of Law, University of Denver Sturm Law School, University of Colorado School of Law, Colorado State University, Wake Forest University, Springfield College, University of West Los Angeles School of Law
