



Wesley T. Gee

PARTNER

Wesley is a trusted business advisor and outside general counsel for clients across a broad range of industries.



Industries

Fashion & Retail Law
Media & Entertainment
Nonprofits & Associations
Sports
Automotive & Transportation
— Logistics

Practices

Corporate & Securities
Pro Bono

Education

Columbus School of Law at The Catholic University

of America, JD, cum laude, 2012

University of Maryland, BS, Finance, 2007

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Wesley is able to effectively assist companies in achieving their commercial objectives through a mix of creative problem solving and a practical, business-focused approach. His diverse client base includes companies in the sports and entertainment, fashion, consumer products, healthcare, and logistics industries.

In addition, he is a member of the firm's Pro Bono Committee and has guided multiple non-profit organizations through the formation and tax-exempt status processes and routinely advises such organizations on a wide array of legal issues.

Client Work

Sports

Representing SoFi Stadium and Hollywood Park in numerous major naming rights, sponsorship, and procurement transactions in connection with SoFi Stadium, YouTube Theater, and the entertainment district adjacent to SoFi Stadium (including major sponsorship transactions with SoFi, American Airlines, Anheuser-Busch, Ball Corp., Cisco, Constellation Brands, Google, Pepsi, Pechanga Band of Luiseño Indians, Samsung, Verizon, and YouTube, among others).

Representing the Board of Trustees of the California State University, on behalf of San Diego State University, in connection with all naming rights and sponsorship transactions relating to Snapdragon Stadium, the new multipurpose sports and entertainment venue on SDSU's Mission Valley campus that will be home to the SDSU Aztecs football team and NWSL's San Diego Wave FC franchise.

Represented the Los Angeles Lakers in a long-term lease extension with AEG, the owner of

Crypto.com Arena (formerly STAPLES Center), ensuring that the Lakers will remain in their downtown Los Angeles home arena through the 2041 season.

- Represented Amazon in a naming rights transaction for Climate Pledge Arena, the new home of the NHL's Seattle Kraken and WNBA's Seattle Storm, which is expected to be the first net zero carbon certified arena in the world and set a new sustainability bar for the sports and events industry.
- Represented Geodis Americas in a naming rights transaction with Nashville SC for Geodis Park, the largest soccer-specific facility in Major League Soccer and the home field for the Nashville SC MLS team.
- Represented Total Quality Logistics in a naming rights transaction with FC Cincinnati for TQL Stadium, one of the largest soccer-specific facilities in Major League Soccer and the home field for the FC Cincinnati MLS team.
- Represented Brooklyn Sports & Entertainment in connection with the partial relocation of the New York Islanders to the Nassau Coliseum.
- Representing a number of NBA teams, including the Atlanta Hawks, Brooklyn Nets, Charlotte Hornets, Phoenix Suns, and San Antonio Spurs in connection with their participation in the NBA League Wide Credit Facility.

Fashion

- Advise numerous fashion and luxury/premium goods companies, including Diane von Furstenberg, Diesel, Gucci, Escada, Lacoste, Malbon, Victoria's Secret, Yves Saint Laurent, and Zara, on a wide range of matters, including corporate governance, global distribution, licensing, and the negotiation with and management of celebrity endorsers, influencers, and other talent.
- Managed the negotiation of all production, model, musician, and other talent agreements in connection with multiple iterations of one of the world's largest televised fashion shows.

Other

- Advise numerous food, beverage, and health supplement companies in the negotiation of production and distribution agreements.
- Represent emerging healthcare companies in the negotiation of clinical research and master services agreements.
- Advise both brands and well-known athletes and celebrities in the negotiation of licensing and endorsement agreements.
- Advise emerging digital media companies on a wide range of legal issues.

Previous Work

Prior to joining ArentFox Schiff, Wesley was a real estate finance associate at a national law firm where he managed multifamily acquisition, refinance, and servicing transactions related to Fannie Mae and Freddie Mac multifamily programs and FHA multifamily and healthcare facility programs.

While in law school, Wesley was the Lead Articles Editor for *CommLaw Conspectus: The Journal of Communication Law* and a Vice Chancellor for the Moot Court Association.

Recognitions

- In 2024, 2023, and 2020, Wesley was recognized as a leading lawyer by *Legal 500* for his work in the sports industry.
- In 2021, Wesley was selected to participate in the Boston Bar Association's Public Interest

Leadership Program.

In 2019, Wesley was awarded with the firm's 2019 Albert Arent Pro Bono Award for outstanding commitment to community service and pro bono interests.

Memberships

Wesley serves on the Board of Directors of Massachusetts Appleseed.

Life Beyond the Law

Wesley's hobbies include playing ice hockey and softball. He lives with his wife and two young kids in Boston.

Bar Admissions

Massachusetts

Maryland

District of Columbia