

ALAN K. FERTEL

PARTNER

CHAIR OF SPORTS, ARTS AND ENTERTAINMENT LAW GROUP; CHAIR OF FAMILY LAW PRACTICE GROUP

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Known as a “powerhouse generalist” and an “Olympian’s lawyer” by colleagues and clients, Alan Fertel is a standout attorney whose clients— including multi-millionaire athletes, entertainers, and high net worth individuals —turn to for addressing their legal matters.

Alan’s diverse practice includes sports, arts and entertainment law, civil litigation, commercial law, international law, and family law. Alan negotiates high-value endorsement deals and sponsorship contracts for athletes and coaches including American Olympic champion swimmers Caeleb Dressel and Bobby Finke. Caeleb Dressel is a three-time Olympian who has won nine gold medals and holds world records in the 100 meter butterfly, 50 meter freestyle, and 100 meter individual medley. Bobby Finke is a two-time Olympian who has won three gold medals and holds the world record in the 1500m freestyle. Alan also represents Olympic speed-skater turned baseball player Eddy Alvarez, one of five athletes to medal in both the summer and winter Olympics. In addition to Olympic champions, Alan and the firm represent professional golfer David Duval, who was the #1 rated golfer in the world, a former member of the PGA Tour, and a current member of the PGA Champions Tour. Alan represents him in

PRACTICE AREAS

- Labor and Employment
- Hospitality
- Sports, Arts and Entertainment
- Asset Forfeitures
- Civil Rights and Torts
- Complex Commercial
- Constitutional Challenges
- Family and Matrimonial Law
- Governmental Actions and Defense
- Insolvency and Creditors’ Rights

endorsement negotiations and recently worked on a name, image, and likeness deal for him on behalf of the David Duval Golf Center.

An accomplished trial attorney, Alan has tried over 100 jury and non-jury trials. His recent victories include obtaining a jury verdict of not guilty where three other co-defendants were found guilty of $25 million dollars of damage; obtaining a zero verdict on behalf of the City of Doral; and, on the night before trial, obtaining a rare dismissal of a case in favor of his client the City of Homestead.

An intense negotiator, Alan cites his charismatic personality, persistence, and aggressive litigation skills as the keys to his success. Over the course of his 40-year legal career, Alan has developed the legal skills to handle any case and any client that demands his legal representation. He has zealously represented banks, developers, financial institutions, real estate agencies, corporations, partnerships, estates, and individuals involving fraud, breach of contract, intentional interference with contractual relationships, defamation, negligence, breach of fiduciary duty, RICO, and civil theft.

Sports, Arts & Entertainment Law

Alan represents individuals and entities in the sports, arts & entertainment space, from athletes and entertainers to coaches, athletic directors, teams, agents, leagues, radio stations, models, modeling agencies, restaurants, and clubs. Alan has consulted with eight first-round draft picks in the NFL draft and is featured in the NFL League Security Video filmed by NFL Films, shown to every NFL player as counsel on how to avoid the problems and pitfalls of being a celebrity professional athlete. He negotiated the Principal Hosting Agreement for the 2014 Miss Universe Pageant and has negotiated broadcast agreements with the Miami Marlins, Miami Dolphins, Florida Panthers, and the University of Miami Hurricanes. He has acted as counsel to the Miami-Dade Special Olympics, World Series of Boxing, the National Senior Games and the World Water Skiing Championships. Alan has also negotiated endorsement agreements with Speedo, TYR, Omega, Coca-Cola, Comcast, NOBULL, Hershey's, and Toyota, as well as sponsorship agreements with Beats and GrubHub, for his athlete clients.

Alan is uniquely positioned to represent college and high school student athletes who wish to pursue endorsement and sponsorship opportunities, ensuring that they enter into beneficial business relationships serving their best interests. He has been at the forefront of advocating for name, image, and likeness rights on behalf of his student athlete clients, staying on top of legal developments that give them access to new opportunities. Alan has entered into and is pursuing strategic partnerships with agents and sports agencies to help student athletes monetize these newfound opportunities, including monetizing their connections, followers, and contacts.

Alan's practice has an international reach as he has represented

- International
- Labor and Employment Litigation
- Road to The World Cup 2026 Focus Group

ADMISSIONS

Florida, 1984

New Jersey, 1989

U.S. District Court, Middle District of Florida

U.S. District Court, Southern District of Florida

U.S. Court of Appeals, Eleventh Circuit

EDUCATION

University of Miami School of Law, J.D., 1984

Shippensburg State College, B.A., Government, 1981

clients from Spain, South, Central, and Latin America. He leverages his international business network to help his clients pursue business opportunities in the United States. For example, Alan negotiated licensing agreements with Sevilla FC, a premier Spanish “La Liga” professional soccer team to expand their brand to the United States. Sevilla FC plans to open youth soccer academies through Florida and the United States and to market merchandise and compete in friendly soccer matches. Alan will also be representing Sevilla FC in their efforts to break into the United States soccer market.

Alan is a frequent speaker and lecturer at sports and entertainment law seminars throughout Florida, the United States, and Latin America. He is sought after to speak to lawyers, law school, college, and high school students and student athletes on various legal and ethical issues, including Florida’s Name, Image, and Likeness Statute. He has also spoken at numerous universities and high schools about the importance of pursuing education, encouraging student athletes to prioritize their studies.

Alan also gives his time and efforts to various charitable and civil causes. He was the Chair and a member of the Board of Directors of the Miami-Dade Sports Commission, is a member of the Greater Miami Sports Tourism Advisory Committee, a member of the Executive Committee of The Miami-Dade County Special Olympics, a member of The St. Thomas University Business School Advisory Council and Athletic and Sports Administration Advisory Board, a member of the Executive Council of the Entertainment, Arts and Sports Law Section of the Florida Bar where he is the Chair of the Sports Committee, and a member of the Lawyers Alliance of the Council for Educational Change.

Family Law

Alan represents high net worth individual clients in divorce and dissolution proceedings, child custody matters, paternity cases, and annulments. He has successfully garnished over $100 million in foreign assets representing both domestic and international clients in dissolution proceedings in Florida. Alan uses his strong litigation and negotiating skills coupled with his post judgement collection knowledge, honed over years of practice, to recover and collect hidden assets throughout the world. During a personally difficult and emotionally challenging time, Alan’s clients can trust that he will be a staunch advocate of their legal rights with a personal understanding of the effects of divorce on both parties and their children.

Alan has been recognized as one of South Florida’s top lawyers by the South Florida Legal Guide since 2003. He is AV® rated by Martindale-Hubbell, and has also been recognized as one of Florida’s top attorneys by Florida Super Lawyers every year since 2006. He has also been recognized in Florida Trend Magazine’s Legal Elite and The Best Lawyers in America for his Sports Law practice.

PROFESSIONAL & COMMUNITY INVOLVEMENT

- Past Chair and Member of the Board of Directors of the Miami Sports Commission
- Greater Miami Sports Tourism Advisory Committee, Member of Board of Directors, 2005-present
- Florida Special Olympics Executive Committee, Miami Chapter, General Counsel, Member, 2007-present
- St. Thomas University Business School, Dean's Advisory Council, 2010-present
- St. Thomas University Athletic and Sports Administration Advisory Board, Member, 2008-present
- Entertainment Arts and Sports Law Section, The Florida Bar, Executive Council and Chair of the Sports Committee, 2005-present

AWARDS & RECOGNITION

- Florida Super Lawyers, 2006-present
- Daily Business Review Florida Legal Awards, Innovators category - RTWC2026 Focus Group, 2024
- Circle of Excellence Winner, Miami-Dade Bar, 2023
- South Florida Legal Guide, Top Lawyers, 2003-present
- Florida Trend's Legal Elite
- Best Lawyers in America, 2012-present
- Martindale-Hubbell AV Preeminent Rating
- Florida Special Olympics Volunteer of the Year

PUBLICATIONS

- *Addressing and Resolving Name, Image, and Likeness (NIL) Disputes*, Alternative Dispute Resolution Section of The Florida Bar, Volume 9, Spring - Summer, 2026

- Press Mentions
- Presentations

Press Mentions

- *CHAOS: NCAA Slams Down on SHADOW PORTAL Moves—Will This SHATTER College Football?*, Locked On Canes, April 9, 2026
- *Inside the agent playbook that turned an NBA Draft pick into a college freshman*, Sports Business Journal, February 16, 2026
- *SIGNATURE: Miami Hurricanes, Jai Lucas IGNITE NCAA Hopes With Dominant Win Over North Carolina*, Locked On Canes, February 11, 2026
- *Miami Found Their QB, Mensah Situation Resolved*, The Joe Rose Show, January 27, 2026
- *SHOWDOWN: Duke Tries to FREEZE Darian Mensah as Miami Hurricanes Look for Transfer BREAKTHROUGH*, Locked On Canes, January 22, 2026
- *FIFA Takes the Field in Debut With Miami's Legal Community*, Daily Business Review, October 30, 2024

- *Miami's Alan Fertel recounts the thrills and challenges of supporting Olympic stars*, The Florida Bar, August 14, 2024
- *South Florida Lawyer Finds Success Representing Top Olympians*, SFBW, July 25, 2024
- *Weiss Serota Atty Helps Olympian Clients Get To Finish Line*, Law 360, July 19, 2024
- *Miami Hurricanes Will Win MORE Than 7 Games This Season, Why Is The NCAA Challenging State NIL Laws?*, Locked On Canes - Daily Podcast On Miami Hurricanes Football & Basketball, June 28, 2023
- *NIL and Business College athletes pump up companies' marketing power*, South Florida Business Journal, April 20, 2023
- *KD's Sun Setting? Brady vs. Marino, The U Getting NIL Screwed*, The Joe Rose Show, March 9, 2023
- *Miami Hurricanes Case Proves The NCAA Doesn't Care About "Protecting" Student Athletes*, Locked on Canes Podcast, March 4, 2023
- *South Florida's 1st News*, 601 WIOD NewsRadio, February 20, 2023
- *Brian Flores has 'got a case' in lawsuit, expert says*, 7 News, February 2, 2022
- *Brian Flores' NFL discrimination lawsuit will be tried first —and maybe only —in court of public opinion*, The Sun-Sentinel, February 2, 2022
- *Brian Flores has 'got a case' in lawsuit, expert says*, Local 10 News, February 2, 2022
- *Brian Flores Lawsuit: What Does It Mean For The Miami Dolphins?*, Donno Daily on Five Reasons Sports Network, February 2, 2022
- Law Firm Bolsters Sports Law Practice With Several New Olympic Medalist Clients, South Florida Business & Wealth, December 27, 2021
- *How 1 South Florida Lawyer Renegotiated Olympic Deals for US Swimmer After Pandemic Delay*, Daily Business Review, July 16, 2021
- *New Law For College Athletes Signed By Gov. DeSantis*, Brian Mudd Show, June 19, 2020
- *Super Bowl interview,* sports radio station 790TheTicket with host Alex Donno, February 2020
- *'Half Sellout, Half Savior': What Jay-Z's NFL Deal and Possible Team Ownership Really Mean*, Variety, August 21, 2019
- *Discussion on Antonio Brown*, Brian Mudd Radio Show on WIOD (610 AM), September 2019
- *Urban Meyer Controversy*, WQAM 560, Alex Donno Show, March 2018
- *Urban Meyer Controversy,* WIOD 610, Brian Mudd Show, March 2018
- *Strings Attached for Both Parties in Jameis Winston Settlement*, Daily Business Review, December 19, 2016
- *Does Character Matter In The NFL?* Miami Herald, April 30, 2015

Presentations

- *Name, Image and Likeness: The Downfall of College Sports*, Florida Law Con, April 10, 2026
- *Sports and the Law in 2024*, North American Law Summit, Panamá, November 16, 2024
- *Lunch & Learn Interview with Professor Ross Krutsinger*, October 2024
- *Collision of Sports and the Law in 2023*, North American Law Summit, Cancun, November 12, 2023
- *Florida Name, Image and Likeness Seminar*, St. Thomas University, January 23, 2023
- *Name, Image & Likeness*, North American Law Summit, Costa Rica, November 14, 2021
- The History of the Super Bowl in Miami panel discussion, St. Thomas University, January 2020
- Annual North American Entertainment Sports and Intellectual Property Law Conference:
  - *Player, Coaches and Owners Conduct in the NFL, NBA, MLB and College Sports*, Cayman Islands, November 2018
  - *Player Conduct, the Collective Bargaining Agreements in the NFL, NBA and MLB*, Jamaica, November 2017
  - *Player Conduct; the Role of Commissioner in the NFL, NBA and MLB,* Mexico, November 2016
- Miami Sports Decision Makers Summit, Miami, May 2019
- *Intellectual Property Issues in the Sports Industry*, Dade County Bar Association Annual Bench & Bar, April 2019

- SELS Symposium, Nova University, April 2019
- *Sports Tourism in South Florida and Beyond*, St. Thomas University Symposium, April 2019
- Florida Bar Annual Convention, Orlando, June 2018
- Nova Southeastern University Sports & Entertainment Symposium, January 2018
- *Keynote speaker: Lawyering in the Modern Environment*, Nova Southeastern Broad Shepard College of Law Sports and Entertainment Law Symposium, 2017
- International Legal Symposium on the World of Music, Film, Television and Sports, Colin Kaepernick, University of Miami School of Law, March 2017
- *Handling your sports clients' legal needs*, EASL (Florida Bar Entertainment, Arts & Sports Law Section) audio webcast, December 2017
- *ACE Captains Summit*, St. Thomas University, September 2016