

cassie sadowitz

EXPERIENCE

JACKSONVILLE JAGUARS • Jacksonville, FL | Nov. 2014 – Present

General Counsel & Privacy Officer

- Serve as legal advisor to leadership on all key business transactions and legal matters. Actively support the strategic vision and execution necessary to enhance growth and revenue opportunities while mitigating exposure.
- Draft and develop all policies and playbooks related to the organization. Ensure compliance with and conduct internal investigations and trainings on applicable international, federal, state and local laws and regulations with respect to labor and employment, ethics, anti-corruption, intellectual property, gaming and gambling, data privacy and security, and advertising and telemarketing. Specific focus areas include GDPR, TCPA, CAN-SPAM, FTC, FLSA, NLRB and HIPAA.
- Spearhead the “Jaguars University” HR training program focused on employee health and wellness, diversity, and professional development to set a positive, collaborative, and goal-oriented corporate culture.
- Draft, review and negotiate a variety of transactions related to sponsorship, ticketing, promotions and talent, hospitality, broadcast and digital media production, licensing, SaaS, ASP and other technology related agreements, concessions, construction and general commercial agreements.
- In collaboration with Finance, advise on insurance policy renewals and annual risk profile assessments for the club and its affiliates.
- Manage all aspects of club's workers compensation program, including directing defense strategy with outside counsel and third party administrators, and claims assessment with trainers and medical staff. Implement best practices process for released players to reduce indemnity exposure.
- Implement and manage club's privacy program, with a particular emphasis on HIPAA compliance and the electronic medical records system. Coordinate internal and external investigations, compliance reviews and monitoring activities. Identify potential risks and communicate with medical staff and the league.
- Advise on and support Chief Legal Officer with respect to matters of corporate governance, team succession planning, real estate, M&A and other initiatives in conjunction with the Jaguars' continued participation in the NFL International Game Series, Jacksonville Jaguars Foundation, Bold Events, TruMedia Networks, Fulham Football Club, and other affiliates.
- Participate in special projects with respect to \$90 million public-private stadium improvement initiative including club improvements and construction of an amphitheater and covered flex football field.
- Assist with establishing Bold Events, LLC and partnering with Live Nation to manage and operate all concerts and events at the amphitheater and entertainment space at the Jacksonville sports complex.
- Manage IP matters, including licensing and enforcement of domestic and international trademark portfolio for the Jaguars and Bold Events.
- Advise across appropriate functions within the organization to facilitate accountability and help with resource management in accordance with clear objectives, strategies and adjustments until completion.
- Serve as member of NFL Club Counsel Committee to assist with planning of club counsel league meetings.

SPYSIE TECH formerly Blink Promotions • Jacksonville Beach, FL | Sept. 2004 – Present

Co-Founder & CEO

- Draft and negotiate transactions for web and app development, programming, SEO and consulting services, intellectual property licenses, corporate policies, and contractor agreements.
- Participate in formulating the analytical framework and metrics to make astute business decisions and developing internal processes for efficiencies. Design and manage creative deliverables and collateral.
- Serve as project lead to establish key marketing strategies and corporate identity packages for clients in a variety of industries including: law, tech, finance, sports/entertainment, government, non-profit, and education.
- Assist with domain investors' portfolio management and monetization strategies relating to branding, paid search, affiliate marketing, ad campaigns, e-commerce and SEO.
- Oversee all HR and finance functions, including recruitment, payroll and benefits, interns, and training.

TAMPA BAY BUCCANEERS • Tampa, FL | Mar. 2013 – Nov. 2014

Associate Counsel, Privacy Officer

- Develop and implement a centralized internal protocol for the contract life cycle and spearhead an organization-wide contract automation project, improving efficiency at all levels of the organization.
- Draft and negotiate IP licenses and agreements for digital, advertising, trades, hospitality, sweepstakes and promotions rules, NDAs, waivers and releases, and other vendor agreements.

- Draft and negotiate sponsorship, signage, stadium advertising, radio and television broadcast agreements, develop standardized legal verbiage for an inventory of 300+ assets.
- Advise on and conduct evaluations and league surveys of stadium and training facility capital improvements, concession and suite renovations, relocation of seats and stadium signage, technology and on-field upgrades.
- Assist outside counsel with wage/hour class action and TCPA litigation, draft interactive exhibits, e-discovery systems and processes, and executive summaries for pending litigation and grievances.
- Draft and review HR policies, employment documents including offer and termination letters, severance agreements, commission and bonus plans, and independent contractor agreements.
- Review, assist with and defend FL and CA workers comp claims of former employees and players.
- Develop and manage a new season-long paid internship program; assist with all aspects from inception and recruitment to logistics and implementation.

LOS ANGELES ANGELS OF ANAHEIM • Anaheim, CA | May 2012 – Aug. 2012

Intern, Legal & Risk Management

- Drafted employment policies and correspondence for workers comp, tender claims, notices of breach and demands, OSHA responses, RFPs, and position statements for ADA litigation.
- Supported litigation by creating an e-discovery redacting system for wage and hour class action.
- Reviewed, drafted and amended vendor contracts, sponsorship agreements, leases, insurance claims correspondence, sweepstakes and contests rules, enforcement for IP and counterfeit ticketing.

LICENSES

Member in good standing of the Florida Bar, #106173.
Admitted to the United States District Court, Middle District of Florida

EDUCATION

CALIFORNIA WESTERN SCHOOL OF LAW | San Diego, CA

Juris Doctor, Dec. 2012

Deans List • Student Bar Association • Business Law Society • Westlaw Student Representative

RUTGERS UNIVERSITY | New Brunswick, NJ

BA, summa cum laude, Journalism & History/Political Science, May 2009

Deans List • Delta Epsilon Iota National Honor Society • National Society of Collegiate Scholars • Rhodes Scholarship Nomination • Academic Excellence Award • Maimonides Fellowship • President, Kappa Tau Alpha National Honor Society

PROFICIENCY

PLC, Westlaw, WestlawNext, LexisNexis, LexisAdvance • Microsoft Office • Adobe Creative Suite
HTML, CSS, PHP, MySQL • Wordpress • Content Management Systems • E-Discovery

PROFESSIONAL

2018 • Panelist, *Growing the Game: A Look Into Pro Teams in Foreign Countries*, Temple University (Philadelphia)
2017 • Adjunct Professor, UF Law School; *Intellectual Property: Introduction to Trademarks* (Gainesville)
2017 • Keynote, Jacksonville Women's Lawyers Association: *Diversity & Women in Sports* (Jacksonville)
2017 • Featured GC Profile, Law360, Law.com and Modern Counsel
2016 • Legal Department of the Year – Rising Star Award, Daily Business Review
2016 • Panelist, *Allstar Panel of In-House Counsel*, Union Internationale des Avocats Latest Trends in Sports Law in Europe & the United States (Miami)
2016 • Panelist, *Working In House*, UF Law School Sports & Entertainment Symposium (Gainesville)
2015 • Panelist, *Playing in Big Data Leagues: Data Mining, Privacy & Compliance*, ACC Annual Meeting (Boston)
2015 • Panelist, *IP Issues in the Sports World*, Cozen O'Conner Brewer Sports Symposium (Miami)
2015 • Cover feature, *Alumni Helping Alumni* feature in Res Ipsa Magazine, California Western School of Law
2013-Present • Social Media Committee, Sports & Entertainment National Committee, Assoc. of Corp. Counsel
2012-Present • Member, Sports Lawyers Association
2007 & 2009 • Intern, FoxNews.com and The O'Reilly Factor, Fox News Channel
2008 • TV Production Intern, CNN/Turner Broadcasting

COMMUNITY

2016-Present • Staff Volunteer and Media Consultant, YMCA Blue Ridge Leaders School (Asheville and Tampa)
2015-Present • Mentor (Sports and Corporate Law), CWSL Mentor Program
2015 • Speaker and High School Mentor, GenWOW Annual Conference

SOCIAL

Twitter: @cs0 • LinkedIn: @cassiesadowitz • Instagram: @sadohits