

Gecić Law Launches Dedicated Sports Law Practice Group

Gecić Law is pleased to announce the launch of its new Sports Law practice group, further expanding the firm's full-service offerings. After years of significant involvement, specialization, and interest in sports-related legal matters, the firm has formalized this focus by establishing a dedicated practice group in this dynamic field.



This move underscores Gecić Law's commitment to staying at the forefront of emerging client needs and providing top-tier expertise in niche industries. The new Sports Law practice will be led by Vuk Leković, who has been a key figure in many of the firm's sports law engagements and will serve as the Head of Sports Law.

Formalizing Sports Law Expertise

The establishment of the Sports Law practice group comes as a natural progression for Gecić Law. The firm's attorneys have long been active in advising and representing clients in the sports industry, from football and basketball to media and entertainment.

By consolidating this expertise into a dedicated practice, Gecić Law ensures a multidisciplinary approach that leverages the firm's strengths in competition law, regulatory affairs, intellectual property, corporate law, and dispute resolution, all tailored to the unique context of sports. The Sports Law team will provide comprehensive legal support across a wide range of matters, including:

- **Sports Governance & Regulatory Compliance:** Advising sports federations, leagues, and clubs on governance issues, compliance with domestic and international regulations, and sports integrity matters (including anti-doping and ethical standards).
- **Media and Broadcasting Rights:** Navigating broadcasting agreements, media rights licensing, and digital streaming issues for sports events, ensuring clients maximize value while complying with competition laws and broadcasting regulations.
- **Contracts & Player Transactions:** Drafting and negotiating contracts for athletes, coaches, and management (transfers, sponsorships, endorsements, and employment agreements), as well as representing parties in transfer arrangements and agent dealings in line with governing rules.

- **Event Support & Commercial Matters:** Providing legal counsel for sporting events and tournaments – from venue agreements and ticketing to merchandising, franchising, and sponsorship deals – and advising investors in the sports sector.
- **Dispute Resolution & Advocacy:** Representing stakeholders in sports-related disputes, including arbitration before sports tribunals (CAS) and litigation involving disciplinary actions, regulatory challenges, or antitrust allegations in sports.

Leadership and Vision

Vuk Leković, Head of the Sports Law practice, commented on the significance of the launch: “Today marks an exciting new chapter for our firm. By launching a dedicated Sports Law practice, we are building on years of experience in the sports arena and reaffirming our commitment to clients in this dynamic industry. Sports is more than just competition on the field – it’s a global business with complex legal dimensions. We have had the privilege of advising on some of the most pivotal sports law matters in the region, and this formal platform will allow us to serve our clients with even greater focus and innovation. Our team’s multidisciplinary approach, combined with a deep passion for sports, will help clients navigate the evolving sports regulatory landscape and achieve their goals both on and off the field.”

Vuk Leković brings extensive experience to his new role as practice head. A seasoned competition law expert, he has been at the forefront of Gecić Law’s sports-related cases and initiatives. Under his leadership, the Sports Law team will continue to emphasize excellence, integrity, and strategic insight, mirroring the firm’s values in every engagement. The practice group will also draw on the expertise of other Gecić Law professionals across different disciplines to offer holistic solutions for sports sector clients.

Proven Track Record in Sports Law

Gecić Law’s decision to launch a Sports Law practice is backed by a strong track record and proven successes in the sports law domain. In recent years, the firm has handled numerous high-profile sports-related legal matters. Notable examples include:

- **Landmark Competition Case in Football Broadcasting:** Successfully representing Arena Channels Group in a pivotal antitrust case concerning the broadcasting rights of the Premier League of Bosnia and Herzegovina, in which the competition authority fully rejected the claims against the client. This victory safeguarded fair competition in sports media and affirmed the firm’s expertise in sports-related competition law.
- **Regulatory Triumph in Sports Media:** Leading a multinational legal team to overturn a regulatory ban on sports television in Kosovo, resulting in the reinstatement of Arena sports channels on local cable networks. This landmark win before the Independent Media Commission demonstrated Gecić Law’s ability to navigate complex regulatory environments in the sports and media sector.
- **Major Sports Rights Transaction:** Advising Telekom Srbija on the acquisition of key regional sports broadcasting rights (Sport Klub channels) as part of a €1.5billion landmark telecom and media transaction. Gecić Law served as lead counsel on this deal, which significantly expanded Telekom Srbija’s sports content portfolio, showcasing the firm’s capability in high-value, cross-border sports media deals.

These engagements highlight Gecić Law’s deep involvement in the sports industry and its ability to deliver results for broadcasters, leagues, and corporate players in sports. By formalizing the Sports Law practice, the firm is leveraging this experience to offer a more structured and client-focused service for all sports-related legal needs.

Commitment to Clients and the Sports Industry

With the launch of the Sports Law practice, Gecić Law is poised to further strengthen its role as a leading advisor in the sports sector. The firm will continue to serve a diverse client base – including athletes, clubs, sports federations, event organizers, media companies, and investors – providing each with tailored legal strategies that address the challenges and opportunities of the sports world. The dedicated practice group allows Gecić Law to stay ahead of industry trends and regulatory developments, ensuring that clients receive up-to-date counsel in areas such as sports governance reforms, international transfer rules, and emerging issues like esports and digital assets in sports.

Gecić Law's Founding Partner Bogdan Gecić noted that the creation of this practice aligns perfectly with the firm's vision of innovative growth: the firm has consistently broken new ground (being among the first in the region to establish specialized practices in areas like ESG and AI), and the Sports Law practice is the latest example of this forward-looking approach. "Our firm's philosophy has always been to anticipate our clients' needs and invest in areas where we can make a meaningful difference," Bogdan Gecić said in internal discussions about the launch. "The sports industry in our region and beyond is expanding rapidly, and we recognize that it faces unique legal complexities. By launching a Sports Law practice, we bring our hallmark excellence and creativity to yet another field, ready to help shape the future of sports law in Southeastern Europe."

Gecić Law is proud to take this step and looks forward to continuing its tradition of excellence through the Sports Law practice. The firm remains committed to providing authoritative, effective counsel with the polished professionalism that clients have come to expect. In championing this new practice area, Gecić Law solidifies its position as a trusted legal partner in the sports arena, prepared to support and protect its clients' interests in every aspect of the game.

