

Trevor M. Gates

Partner

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OVERVIEW

Trevor Gates primarily handles transactions in the Technology, Sports, Media and Entertainment, and Betting and Gaming industries. He regularly drafts and negotiates agreements involving sports, betting, gambling, esports, gaming, media, entertainment, digital assets, social media, technology, software, cloud services, and mobile applications.

Trevor's practice includes representing sports leagues, teams, owners, and agents, sponsors and brands, athletes and celebrities, and others with drafting and negotiating sports, entertainment, and media transactions, including sponsorship, endorsement, and marketing agreements, player agreements, licensing and naming rights agreements, stadium and arena use agreements, and media rights agreements, including for television and film. This includes advising on matters relating to or on behalf of active and retired NFL, NBA, WNBA, MLB, MLS, Olympic, and other athletes.

As a registered patent attorney, Trevor also helps clients ranging from emerging companies to Fortune 500 corporations protect and commercialize intellectual property, including advising on the acquisition, development, marketing, licensing, and distribution of various products, services, and technology, as well as patent, copyright, and trademark matters. He also advises on intellectual property matters in connection with mergers, acquisitions, and other strategic transactions and has assisted with complex patent litigation matters.

Trevor's professional work extends to his commitment to pro bono services. As a former DI and DII athlete, he understands the importance of youth sports. He has provided counsel to a coalition that supports efforts by youth football coaches, players, schools, organizers, and medical personnel in the state of Washington. He has also authored or produced numerous articles, blogs, and podcasts over the years covering timely sports and intellectual property matters.

PROFESSIONAL BACKGROUND

Trevor was a summer associate at K&L Gates in 2014. Prior to joining K&L Gates, he served as a graduate fellow for the University of Oregon technology transfer office where he worked with Oregon RAIN, a regional business accelerator, to provide strategic corporate and intellectual property work for emerging companies. He also served

as a judicial extern to the Honorable Magistrate Judge Mark D. Clarke of the United States District Court for the Southern District of Oregon.

ACHIEVEMENTS

- Listed in *Best Lawyers: Ones to Watch ® in America* in Seattle, 2023-2024
- Nancy Farmer Distinguished Service Award, *Oregon Law Review,* 2015
- Maxine Lee Award for Editorial Excellence, *Oregon Law Review,* 2014

PROFESSIONAL / CIVIC ACTIVITIES

- Commissioner, Seattle Sports Commission
- Board of Directors, University of Oregon School of Law Alumni Association
- Intellectual Property Section, Washington State Bar Association

SPEAKING ENGAGEMENTS

- "Copyright Developments of a Pandemic Year—Fair Use and More," The 26th Annual Intellectual Property Institute (May 2021)
- "Global Perspectives on Sports Betting" – Moderator, Global Sports Law Symposium (March 2021)

EDUCATION

- J.D., University of Oregon School of Law, 2015 *(Managing Editor, Oregon Law Review, Overall Best Brief and Second-Place Oral Advocacy, National Tax Moot Court Competition)*
- B.S., Western Oregon University, *(magna cum laude, Chemistry)*

ADMISSIONS

- Bar of Washington
- United States Patent and Trademark Office

THOUGHT LEADERSHIP *POWERED BY HUB*

- 14 August 2026, Talking Sports Law: A Conversation with Nick Brown, VP and Chief Administrative Officer for Arthur M. Blank Sports and Entertainment
- 24 June 2026, Talking Sports Law: A Conversation With Christopher McCleary, Former General Counsel and Chief Operating Officer of the US Olympic & Paralympic Committee

- 27 March 2026, Talking Sports Law: A Conversation With Michael Donadio, Vice President and Deputy General Counsel of the Pittsburgh Penguins
- 16 March 2026, Talking Sports Law: A Conversation With Marissa Meli, Green Bay Packers Associate General Counsel
- 13 January 2026, Talking Sports Law: A Conversation With Guiselle Torres, Denver Summit FC General Counsel
- 2 July 2025, Talking Sports Law: A Conversation with Grecia Barboza, San Francisco 49ers Counsel
- 4 April 2025, Talking Sports Law: A Conversation with Former Executive Vice President and General Counsel of Seattle Mariners Fred Rivera
- 18 February 2025, Talking Sports Law: A Conversation with Bob Caldwell, VP and General Counsel of Real Salt Lake and Utah Royals
- 7 April 2023, A Conversation with Washington Commanders Chief Legal Officer Mali Friedman
- 15 March 2022, Talking Sports Law: An Interview with Jacksonville Jaguars General Counsel Justin Sievert
- 7 September 2021, Talking Sports Law: An Interview with the Legal Team from Canucks Sports and Entertainment
- 12 April 2021, A Fair Use Tale, or All's Well That Ends: the U.S. Supreme Court Holds Google's Use of Java Code to Be a Fair Use under U.S. Copyright Law
- 25 February 2021, Talking Sports Law: A Conversation with NCAA Chief Legal Officer Donald Remy
- 4 February 2021, Talking Sports Law: A Conversation with Bepro General Counsel Malte Vosteen
- 29 January 2021, Talking Sports Law: A Conversation with LAFC General Counsel Randy Haight
- 28 September 2020, Talking Sports Law: A Conversation with Tennessee Titans General Counsel Dan Werly
- 27 August 2020, Equity Crowdfunding: Offering Fans a True Stake in Their Favorite Teams
- 20 August 2020, Talking Sports Law: A Conversation with Seattle Seahawks Associate Counsel Alen Cisija
- 22 May 2020, COVID-19: Three Legal Issues for Leagues, Teams, and Stadium Operators as Live Sports Return
- 16 April 2020, COVID-19: A Survey of Sports Betting Activity during the Pandemic and Legal Considerations for Stakeholders
- 7 April 2020, COVID-19: Esports May Be the Best Play During the COVID-19 Pandemic
- 5 December 2019, No Time Like the Right Time* – To Update Your DMCA Safe Harbor Copyright Agent Registration
- 01 October 2019, The Times They Are a-Changin': California Passes Game Changing Law to Allow Collegiate Athletes to Be Paid

- 12 December 2018, An Introduction to Talking Sports Law
- 11 October 2018, A Modern Melody for the Music Industry: The Music Modernization Act Is Now the Law of the Land
- 2 October 2018, A Modern Melody for the Music Industry: The Music Modernization Act Just Passed Congress and Awaits Presidential Approval
- 14 December 2017, Antibody Patents Are Not Immune to § 112: Amgen Inc. v. Sanofi, Aventisub LLC
- 16 October 2017, December 31 Deadline for DMCA Safe Harbor Copyright Agent Designations
- 19 April 2017, "Waive" That Issue Goodbye: The Importance of Preserving Arguments and Developing a Full Record
- 27 January 2017, To the Federal Circuit, Some PTAB Petitioners Have No Appeal Whatsoever
- 9 December 2016, Chancery Court Compels Arbitration Based On Email Communications That Included All Essential Terms
- 2 November 2016, New DMCA Safe Harbor Copyright Agent Requirements for Online Service Providers
- 3 October 2016, Fall Brings a Flurry of Biosimilar Approvals: FDA Approves Biosimilars of Enbrel® and Humira®
- 20 September 2016, Remicade® Update: Double Patenting Redoubles in Post-Gilead Biosimilar Case
- 19 August 2016, Humira® Update: Big Guns Take Aim at Top-Selling Biologic
- 21 July 2016, Federal Circuit Confirms Post-Licensure Notice of Commercial Marketing Is Mandatory in Biosimilar Litigation
- 8 July 2016, Chancery Court Blocks Former Judge From Serving On LLC Special Litigation Committees
- 6 June 2016, ANDA Filing May Subject a Pharmaceutical Company to Personal Jurisdiction in Patent Infringement Suits Anywhere in the U.S.
- 1 June 2016, Federal Circuit Holds That an Offer to Sell a Drug Product Was a Patent-Invalidating Offer for Sale under Pre-AIA § 102(b) Even Though the Offer Lacked "Safety and Liability Terms"
- 13 April 2016, The Next Move in the Name Game: FDA Provides Long-Awaited Draft Guidance on Biosimilar Labeling

OTHER PUBLICATIONS

- Co-author, "Copyright Law of China," *IP Protection in China, Second Edition, American Bar Association* (2025)
- Author, "Non-Conventional Copyright," *Copyright Protection for Modern Comedic Material* (2018)
- Co-author, "Copyright Law of China," *IP Protection in China, American Bar Association* (2015)

- “Providing Adequate Protection for Comedians' Intellectual Creations: Examining Intellectual Property Norms and 'Negative Spaces',” *Oregon Law Review* (2015)

NEWS & EVENTS

- 6 January 2025, K&L Gates Names Nearly 35 New Partners, Of Counsel, and Policy Professionals Across Firm
- 18 August 2022, More Than 350 K&L Gates Lawyers Named Among 2023 Best Lawyers in America, Ones to Watch
- 30 March 2021, Global Sports Law Symposium
- 4 December 2020, K&L Gates Again Advises Red Ventures on Pending Sale of CNET Content Services to 1WorldSync
- 18 September 2020, K&L Gates Advises Red Ventures on USD $500 Million Acquisition of CNET Media Group From ViacomCBS

AREAS OF FOCUS

- Technology Transactions and Sourcing
- IP Litigation
- IP Procurement and Portfolio Management
- Mergers and Acquisitions

INDUSTRIES

- Betting and Gaming
- Consumer Goods and Services
- Media and Entertainment
- Sports
- Technology
- Video Games and Immersive Technology

REPRESENTATIVE EXPERIENCE

Sports and Entertainment

- Representing a professional football league with drafting sponsorship, endorsement, player, and other agreements.
- Representing active and retired NFL, NBA, WNBA, and Olympic athletes with sponsorship, endorsement, licensing, film, music, television, and other agreements
- Representing a tequila company with a celebrity co-founder endorsement and services agreement and matters related to its initial product launch
- Representing an international model with licensing her name, image, and likeness in connection with launching geographical-based NFTs
- Representing a WNBA player's company with licensing her name, image, and likeness for the creation of NFTs and digital memorabilia
- Representing an NBA assistant coach's company with various endorsement and partnership agreements
- Representing an entertainment company with drafting IP licensing, contribution, and services agreements in connection with a global competition to develop, market, and distribute video games
- Representing a sports and entertainment company with drafting a template partnership agreement and sweepstakes and contest rules for its esports team
- Representing an entertainment company with drafting a collaboration agreement related to its investment in a top-ranked competitive esports team
- Representing a group holding a minority interest in an MLS franchise with various commercial agreements and corporate law matters
- Representing an MLS franchise with negotiating a sponsorship and promotional agreement with a metropolitan transportation authority
- Representing a molecular diagnostics company with a professional golfer endorsement agreement
- Representing a professional hockey league with drafting its form player agreements
- Representing award-winning sportscaster with investment in a sequel to an animated film
- Representing a client with a film investment agreement with a producer
- Representing a global company that offers a social media service in connection with matters related to advertising sports betting and wagering services

Mergers and Acquisitions

- Representing an American media company by advising on intellectual property matters in connection with its $500 million acquisition of a technology news platform with a global portfolio
- Representing a global financial services company by advising on intellectual property matters in connection with its investment in a provider that facilitates the digitization of sales for the insurance industry

- Representing a national bank by advising on intellectual property matters in connection with its investment in a leading provider of lease accounting software to Fortune 1000 companies
- Representing a subsidiary of a national bank by advising on intellectual property matters in connection with its investment in a developer of operating systems and applications for global financial services firms
- Representing a subsidiary of a national bank by advising on intellectual property matters in connection with its investment in a leading global payments technology company and provider of payment and receivables solutions

Commercial Agreements

- Representing a global provider of cloud, software, and professional services with drafting and negotiating master services, software, hosted services, hardware purchase, and reseller agreements
- Representing a company offering various open source software solutions with drafting and negotiating its master services and licensing agreements
- Representing a global beauty company with multiple luxury brands with drafting and negotiating a combined master services, software, and hosted services agreement related to cosmetics and beauty care products
- Representing a network infrastructure provider with drafting agreements governing its provision of internet services
- Representing a provider of mobile mapping technologies for outdoor activities with drafting agreements governing the development, use, and endorsement of its products
- Representing a national cosmetics company with data security and privacy matters
- Representing a national kitchen and cooking supply retailer with drafting and negotiating media rights agreements and master agreements for the use of software and other technology
- Representing an international producer and distributor of textiles and outdoor gear with structuring and drafting a retail store license and supply agreement
- Representing an international producer and manufacturer of confectionary and other goods with drafting and negotiating software, services, manufacturing, supply, transportation, and distribution agreements