

## *Fernando Pinguelo Moderates Symposium Exploring the 'Tiger Woods Effect' on Endorsement Contracts*

Bridgewater, NJ (February 18, 2010) – Fernando Pinguelo, a Member of Norris McLaughlin & Marcus, P.A., will moderate *The Tiger Woods Effect: The Uncertain and Turbulent Future of Endorsement Deals, Morals Clauses, and Reverse Morals-Clauses*, a panel discussion sponsored by the *Cardozo Arts & Entertainment Law Journal* and the Intellectual Property Law Society (IPLS) on Thursday, March 4 at 7:00p.m at Benjamin N. Cardozo School of Law, 55 Fifth Avenue at 12th Street, New York, New York.

At issue is the uncertainty of endorsement deals, morals clauses, and reverse-morals clauses in light of Tiger Woods' abrupt and unexpected freefall from golf heaven and his subsequent precipitous fall down the endorsement deal mountain. The esteemed panel, comprised of lawyers, a reporter, corporate counsel, a super agent, and a crisis management and PR expert, will discuss the uncertain future of morals clauses and endorsement deals.

Michael McCann will be the keynote speaker and participate in the panel discussion. McCann is a nationally recognized expert in the fields of sports law, antitrust, and behavioral law and economics. He is a Legal Analyst for *Sports Illustrated*, the "[Sports and the Law](#)" columnist on [SI.com](#), and, along with Harvard Law School professor Jon Hanson, a co-founder of [The Project on Law and Mind Sciences at Harvard Law School](#). Professor McCann also served as chair of the Association of American Law School's Section on Sports and the Law in 2008. The panel will also feature Dorothy Crenshaw, PR/Brand Strategist and CEO and Creative Director of Crenshaw Communications, and Evelyn Tollinche, Senior Counsel in the Business and Legal Affairs group for MTV Networks in New York City.

**Pinguelo**, Chair of the Norris McLaughlin & Marcus Entertainment Law Group, practices in the area of entertainment law, specializing in complex litigation and employment matters in federal and state courts. He also co-chairs the firm's Response to Electronic Discovery and Information Group, and works closely with clients to develop strategies to manage issues related to information technology and electronic discovery and information technology. Notably, he was involved in New Jersey's first case addressing its new e-discovery rule amendments.

Pinguelo regularly publishes articles and lectures on a variety of topics including electronic discovery and information, entertainment law, employment, and contracts. He has appeared on television as a legal commentator on various high-profile trials, and has been quoted and cited in several newspapers and magazines about cases he has handled.

Pinguelo is an Adjunct Professor of Law at Seton Hall University School of Law. Prior to joining Norris McLaughlin & Marcus, Pinguelo was a law clerk for the Honorable Edwin H. Stern, Superior Court of New Jersey, Appellate Division.

Pinguelo earned his J.D. from Boston College Law School in 1997 and his B.A., *magna cum laude*, from Boston College in 1994. He is admitted to practice in New Jersey, New York, and the District of Columbia.

The Cardozo Arts & Entertainment Law Journal was founded in 1982 as the first student-run journal dealing with entertainment law. Since its launch, AELJ has become a leader in national and international legal scholarship, publishing cutting-edge articles by distinguished members of the legal community on

topics in the arts, entertainment, intellectual property, First Amendment, sports, media and telecommunications law, and cyberlaw. AELJ has been cited three times by the United States Supreme Court and multiple times by various Courts of Appeal. In terms of scholarly impact, AELJ is among the top ten journals specializing in intellectual property. AELJ is among the top three journals specializing in Arts, Entertainment and Sports law.

~ ~ ~

*Norris McLaughlin & Marcus has been serving the business community of New Jersey and the New York metropolitan area since 1953. Once a humble two-man practice on Main Street in Somerville, New Jersey, Norris McLaughlin & Marcus has become the largest firm in Somerset County and one of the top 20 firms in New Jersey, with a significant presence in New York City and the Lehigh Valley in Pennsylvania.*

*Norris McLaughlin & Marcus' clients run the gamut, from Fortune 500 corporations to smaller publicly and privately held companies to start-up companies and individuals. The attorneys, with staff assistance, provide legal services in nearly every area of business law. A full practice area listing can be found at [www.nmmlaw.com](http://www.nmmlaw.com).*

*The firm's more than 150 attorneys come from diverse backgrounds, hold degrees from top U.S. law schools and regularly serve as leaders in bar associations and various trade groups. With 25 of its members listed as the Best Lawyers in America for 2010, in addition to an active repertoire of speaking engagements and legal publications, attorneys at Norris McLaughlin & Marcus embody large-firm talent in a small-firm setting. This combination of legal talent and personable surroundings allows attorneys at Norris McLaughlin to provide service and value to their clients on an individual level. It is the goal of Norris McLaughlin & Marcus to accommodate the needs of every client through the use of experience, strategic planning and common courtesy.*

*Norris McLaughlin & Marcus enjoys an international reputation for excellence through its membership in Meritas, the largest worldwide affiliation of high-quality, mid-sized law firms. With Meritas, Norris McLaughlin & Marcus is able to extend its services to clients in every state and in more than 70 foreign countries.*