

## Rising Star: Covington's Adrian Perry

By Ryan Boysen

*Law360 (July 17, 2020, 2:30 PM EDT)* -- Adrian Perry of Covington & Burling LLP has advised the Los Angeles Clippers on a first-of-its-kind augmented reality video streaming service, helped the NBA launch the first esports venture operated by a professional sports league, and guided a host of other groundbreaking tech- and sports-related deals, earning him a spot as one of four sports and betting law practitioners under age 40 honored by Law360 as Rising Stars.

### ***HIS BIGGEST CASE:***

Perry's practice focuses on the intersection of technology, intellectual property, sports and entertainment, and innovative business deals. In late 2018 he represented the L.A. Clippers as they rolled out a new feature for fans that forced him to draw on all of his areas of expertise: an augmented reality video streaming service called CourtVision.

Created in conjunction with sports-centered tech company Second Spectrum, CourtVision uses artificial intelligence and machine learning to give basketball fans unique insight into the game, allowing them to watch a player coming down the court while their shooting percentage at each location flashes on screen, for example, or applying filters that cause flames to shoot out of the net after a player sinks a three-pointer.

"Oftentimes when I try to explain what my practice is to folks, I'll use this deal as the first example," Perry said. "It covers so much of what I bring to the table, like how to weave content licensing and technology services agreements into a broader business deal. For all those reasons, this one really stood out."

### ***WHY HE'S A SPORTS AND TECH TRANSACTIONS ATTORNEY:***

The son of Aerosmith guitarist Joe Perry and himself the singer and bassist of indie rock band Dead Boots, Perry has always had a foot in the music industry and naturally gravitated toward IP law when he decided to become a lawyer. From there, Perry said, his practice drifted into tech and sports law organically, as tech began to revolutionize the



**Adrian Perry**  
Covington & Burling

Age: 39  
 Home base: New York  
 Position: Partner  
 Law school: Georgetown Law  
 First job after law school: Associate at Weil Gotshal & Manges

entertainment industry and sports leagues repeatedly pushed the envelope in embracing that trend.

"I didn't have a tech background, but as soon as I decided I'd like to do a bit more transaction work, I found I also had to start learning tech, because the tech and entertainment worlds have converged so much over the past few years," Perry said. "That's been great because it really keeps me on my toes and allows me to be creative when working alongside clients to solve problems."

"Especially in the sports world, the general pace of innovation is just overwhelming," he added.

#### ***SOME OTHER NOTABLE CASES HE'S WORKED ON:***

In addition to the CourtVision deal, Perry has worked on a slew of tech-powered sports ventures over the past few years.

Last year he represented the National Hockey League as it partnered with tech and animation company GameOn to create an AI-powered chatbot that responds to questions about stats, schedules, video highlights and player trivia, among other things.

Perry also represented Monumental Sports & Entertainment, which owns the Washington Wizards, Washington Capitals and Washington Mystics, as it partnered with William Hill to open the first sportsbook at a professional sports venue.

And in 2018 he represented the NBA as it partnered with Take-Two Interactive to launch an online league for the popular basketball video game NBA 2K, the first esports league operated by a professional sports league.

"I enjoy helping people realize their vision and being a counselor," Perry said. "I always try to take a very collaborative approach. That's why I'm a deal lawyer and not a litigator. I try to bring everyone on board to work towards a common goal."

#### ***HIS PROUDEST MOMENT AS AN ATTORNEY:***

Since coming to Covington nearly five years ago and making partner, Perry said the thing he's most proud of is helping to grow the tech transactions group, which now consists of roughly 50 attorneys worldwide.

"The practice has really grown from just a handful of lawyers when I joined the firm, so to see that expansion and the way other associates have grown alongside me has been incredible," Perry said. "We've created a cohesive group that's still expanding and helps the firm stay on the cutting edge of a very innovative market."

"I really take pride in being a part of that," he added.

— *As told to Ryan Boysen*

*Law360's Rising Stars are attorneys under 40 whose legal accomplishments belie their age. A team of Law360 editors selected the 2020 Rising Stars winners after reviewing more than 1,300 submissions. Attorneys had to be under 40 as of April 30, 2020, to be eligible for this year's award. This interview has been edited and condensed.*