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PRACTICE AREAS

Retail and Hospitality
Corporate Services and
Commercial Litigation
Sports and Entertainment



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Joseph Hanna is a commercial litigator and legal adviser nationally recognized for his work in media and entertainment law, as well as for being a leading voice for diversity in the legal and business communities. Joe is the founder and chair of Goldberg Segalla's Sports and Entertainment Practice Group, chair of its Retail and Hospitality Practice Group, editor of the *Sports and Entertainment Law Insider* blog, and chair of the firm's Diversity Task Force. He is the founder and president of Bunkers in Baghdad, a nonprofit that collects and sends golf equipment to U.S. soldiers and veterans worldwide to aid in recreation and rehabilitation from injuries.

In 2015, Joe was the youngest honoree ever to be named Lawyer of the Year in the Bar Association of Erie County's 130-year history, and multiple times he has ranked among the top 10 attorneys in Western New York in *Business First's* annual Legal Elite.

Joe dedicates his practice to serving the sports and entertainment, retail, hospitality, and commercial development industries. He represents national-league sports franchises, professional athletes, movie studios, and others in the sports and entertainment world on a wide range of high-value matters involving licensing, contracts, and day-to-day business management. Major retail and restaurant chains, global hotel and hospitality enterprises, shopping centers, property owners, and developers rely on Joe to find creative and cost-efficient resolutions to disputes with other parties, to represent them in commercial litigation, and to handle a broad array of legal and business challenges. An accomplished mediator, he is also a member of the International Institute for Conflict Prevention and Resolution's Panels of Distinguished Neutrals, a group of global leaders in providing and promoting alternative dispute resolution.

A *Law360* Rising Star in 2014 and now a member of the organization's Sports Editorial Advisory Board, Joe is nationally renowned for his work in media and entertainment law and for his authorship of leading articles on high-profile issues in these areas — including the first truly comprehensive examination of the legal issues in the National Football League concussion litigation controversy.

In 2014, Joe was one of just over 160 lawyers under 40 in the entire country to receive *Law360's* Rising Star honor, and one of only five in the Media and Entertainment category, that year. Then, in 2017, the American Bar Association (ABA) placed Joe on its prestigious "On the Rise — Top 40 Young Lawyers" list, honoring him alongside only 39 others from a competitive crop of over 2,800 nominees nationwide.

Joe is widely recognized for his extensive work as an innovator, mentor, author, editor, and speaker on diversity and inclusion in the legal world. He has held diversity-related leadership positions at national organizations like DRI as well as the ABA, where he served for several years as chair of the Minority Trial Lawyer Committee and editor-in-chief of *Minority Trial Lawyer*. He has received accolades that include the Minority Corporate Counsel Association George B. Vashon Innovator Award and the New York State Bar Association Diversity Trailblazer Award. In 2014 Leadership Council on Legal Diversity (LCLD) selected Joe for their Fellows program; he now co-chairs the New York chapter for the LCLD Success in Law School Mentoring Program.

Bunkers in Baghdad, which Joe founded in 2008 and still runs as its president, has sent 8 million golf balls, 600,000 clubs, and messages of thanks from "Bunkers Buddies" — students in 500 schools — to U.S. soldiers and veterans in 65 countries.

In 2016, Joe participated in Harvard Law School's Executive Education Program, an intensive accelerated program designed to enhance leadership development in law firm partners. He graduated *summa cum laude* from the State University of New York at Buffalo and *cum laude*

from its law school. He received his Master of Public Administration degree with a concentration on Public and Nonprofit Management from Syracuse University's Maxwell School of Citizenship and Public Affairs in 2014, graduating in the top 5 percent of his class.

Professional Affiliations

- American Bar Association
 - Co-Chair, Young Lawyer Leadership Program, 2015 to present
 - Chair, Minority Trial Lawyer Committee, 2012–15
 - Editor-In-Chief, *Minority Trial Lawyer*, 2008–12
 - Section of Litigation, Young Lawyer Leadership Program, 2013–14
 - ABA Judicial Internship Opportunity Working Group, present
 - ABA Judicial Internship Opportunity Screening Committee, present
 - Young Lawyers Division: Vice Chair, Minorities in the Profession Committee, 2010
- Minority Bar Association of Western New York: President, 2011
- Minority Bar Association of Western New York Foundation, Inc.: President, 2012–14
- Defense Research Institute
 - Chair, 2016 Annual Meeting
 - Vice Chair, 2015 Annual Meeting
 - Marketing Chair, 2013 Annual Meeting
 - Marketing Vice-Chair, 2012 Annual Meeting
 - New York Marketing Chair, 2008, 2009 Annual Meeting
 - Atlantic Marketing Chair, 2007 Annual Meeting
 - Young Lawyer Steering Committee Representative, 2009, 2010 Annual Meeting
 - Commercial Litigation Committee: Chair, Sports and Entertainment Law SLG; Liaison to Diversity Law Committee, 2010-2013
 - Commercial Litigation Community Chair, 2013-2015
 - Young Lawyers Committee: Chair, Seminar Planning Committee, 2010; Chair, Minority Outreach Subcommittee, 2009; Liaison to Diversity Law Committee, 2006-2010
 - Diversity Committee: Chair, Outreach Subcommittee, 2006-2010
 - Construction Law Committee: Seminar Marketing Chair; Liaison to Diversity Law Committee, 2007-2012
 - Pro Bono and Public Service Committee, present
 - Issues and Advocacy Committee, present
- Bar Association of Erie County: Judiciary Committee, 2010-2014
 - Lawyer of the Year, 2015
- New York State Bar Association
 - Lifetime Fellow, New York State Bar Foundation
 - Leadership Development Committee, present
- Financial Industry Regulatory Authority
 - Arbitrator
- Leadership Council on Legal Diversity
 - Fellow, 2014
 - Outreach Committee Chair, 2017
- Claims and Litigation Management Alliance (CLM)

- International Institute for Conflict Prevention and Resolution, Panels of Distinguished Neutrals
 - Entertainment Law
 - Sports Law
 - New York At Large Alternative Dispute Resolution
 - General Commercial
- *Law360* Sports Editorial Board, 2016-present
- Leadership Buffalo
- Sports Lawyers Association
- USLAW Network

Honors — Legal and Community Service

- Martindale-Hubbell Peer Review Rating: AV Preeminent
- ABA "On the Rise — Top 40 Young Lawyers," 2017
- Bar Association of Erie County, Lawyer of the Year, 2015
- *New York Law Journal* Rising Stars, 2015
- Legal Service Award, Minority Bar Association of Western New York, 2014
- *Law360* Rising Star (Media and Entertainment), 2014
- All Tournament Team and First Place Team, National Collegiate Golf Association Northeast Regional, Syracuse University, Spring 2014
- Upstate New York *Super Lawyers*, Rising Stars 2013–17
- ABA Section of Litigation Most Dynamic Committee Award, 2013
- Lawyers Cup Champion, Minority Corporate Counsel Association 10th Annual General Counsel Invitational Diversity Leadership Summit Golf Tournament, June 2013
- Minority Corporate Counsel Association George B. Vashon Innovator Award, 2012
- Value Award for Diversity, Leadership Buffalo, 2012
- New York State Bar Association Diversity Trailblazer Award, 2012
- National Federation for Just Communities of Western New York Legal Community Leader Award, 2012
- American Bar Association's Section of Litigation Good Works Award, 2012
- *Business First's* Legal Elite of Western New York (Commercial Litigation); Top 10, 2014 and 2015
- *Buffalo Spree* Game Changers, 2012
- Winner (with Christopher J. Belter), Minority Corporate Counsel Association 9th Annual General Counsel Invitational Diversity Leadership Summit Golf Tournament, 2012
- Defense Research Institute's Community Service Award, 2011
- 22nd Annual University at Buffalo Law School Students of Color Trailblazer Award, 2011
- Daily Point of Light Award
- 40 Under 40 Award, *Business First*, 2010
- American Bar Association's Outstanding Chair for 2010
- 2010 New York State Bar Association Outstanding Young Lawyer Award
- The President's Volunteer Service Award, 2010
- Fellow of the New York State Bar Foundation
- Buffalo Niagara Human Resource Association (BNHRA) Diversity Excellence Award
- Minority Bar Association of Western New York, Inc. Community Service Award, 2009
- New York State Bar Association featured article of the month, "The NFL v. Cable Television: Which Heavyweight Will Be Left Standing?," May 2008
- Leader Spotlight, DRI's *The Voice*, April, 2008
- The American Bar Association magazine *General Practice, Solo & Small Firm Division* named "Beware of Dawg, Beware of Owner, Too" the best intellectual property article published in 2006
- DRI's Young Lawyer of the Year Award for Outstanding Service, 2007

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Recognition for Bunkers in Baghdad

- Certificate of Appreciation, 4th Expeditionary Special Operations Squadron, United States Air Force, August 2015
- Certificate of Appreciation, Headquarters Company, 4th Marine Regiment, Camp Schwab, Okinawa, Japan, March 2015
- Certificate of Appreciation, 9th Expeditionary Bomb Squadron, United States Air Force, September 11, 2014
- Certificate of Appreciation, 452nd Combat Support Hospital "Iron Medics"
- Letter of Appreciation from U.S. Army General Martin E. Dempsey, Chairman of the Joint Chiefs of Staff, March 2013
- Certificate of Appreciation, Third Infantry Division Golf Team, Combined Joint Task Force — Regional Command South, Kandahar, Afghanistan
- Certificate of Appreciation, Task Force Patika, 3rd Battalion, 69th Armored Regiment
- Certificate of Achievement from the 519th Military Intelligence Battalion
- Certificate of Appreciation presented by the United States Department of the Army Wounded Warrior Program
- Certificate of Appreciation from the United States Marine Corps Battery E, 2d Battalion, 10th Marine Regiment, 1st Marine Division (Forward)
- Certificate of Appreciation from the United States Marines Wing Support Squadron 373 (Forward), 3d Marine Aircraft Wing (Forward)
- Certificate of Appreciation from the U.S. Army Wounded Warrior Program (AW2)
- Flag Flown Over Forward Operating Base Dwyer, Helmand Province of Afghanistan, by Battery E, 2d Battalion, 10th Marine Regiment, 1st Marine Division (Forward)
- Certificate of Appreciation from the 54th Signal Battalion, Camp Arifjan, Voice of the Desert
- Certificate of Appreciation from the 940th Military Police Company (Combat Support), Camp Liberty, Iraq
- American Patriot Award, Army National Guard
- Certificate of Appreciation from the United States Army 116th Brigade Special Troops Battalion Headquarters
- Certificate of Appreciation, 2nd Battalion 11th Field Artillery Regiment
- U.S. Marines, Operation Iraqi Freedom Shock and Awe Award of Excellence
- Certificate of Appreciation, Task Force Troy United States Division-South 84th Explosive Ordnance Disposal Battalion
- Balad Air Base, Iraq, Certificate of Appreciation for Outstanding Support to the 332 Expeditionary Aeromedical Evacuation Flight in direct support of Operation Iraqi Freedom
- Fort Leavenworth Outstanding Performance Award Presented by the Command Sergeant Major
- Fort Jackson Garrison Commander's Award for Excellence for Outstanding Performance
- 122nd Signal Battalion 2D Infantry Division "Voice of the Warrior" Award
- Fort Drum 10th Mountain Division Climb to Glory Award Presented by the Commanding General for Excellence
- Department of Defense Office of Military Commissions, Guantanamo Bay, Cuba, Defending the Rule of Law Award
- Marine Corps Recruiting Command, Commanding General's Award for Uncommon Leadership
- United States Army 12th Psychological Operations Battalions Certificate of Appreciation
- United States Army Freedom Team Salute Commendation
- Certificate of Appreciation, United States Army 116th Brigade Special Troops Battalion Headquarters

Admitted to Practice

- New York
- U.S. District Courts for the Western, Southern, Eastern, and Northern Districts of New York
- U.S. Bankruptcy Court for the Western District of New York
- Illinois

- U.S. District Courts for the Northern, Central, and Southern Districts of Illinois
- Pennsylvania
- District of Columbia
- U.S. District Court for the District of Columbia
- U.S. Supreme Court

Community Involvement

- Founder, President, Bunkers in Baghdad, Inc.
- Chairperson, Success in the City, Diversity Networking Event
- Board Member, Buffalo & Erie County Workforce Investment Board (WIB)
- Member, Erie County Citizens' Budget Review Commission
- Board of Directors, State University of New York at Buffalo Law School Alumni Association, 2012-2014
- Guest Lecturer, Syracuse University
- Guest Lecturer, SUNY Buffalo Law School
- Guest Lecturer, School of Law — Loyola University, Chicago
- Member, Leadership Buffalo (Rising Leaders — 2007)
- Coach, Mathewson-McCarthy Babe Ruth Youth Baseball League, Amherst, New York
- University at Buffalo, Mentoring Program
- Speaker, Buffalo Prep
- Board of Directors, National Federation for Just Communities of Western New York (NFJC), 2013-2014

Prior Experience

- Law Clerk, Texas Court of Appeals and Texas District Court

Languages

- Arabic

Education

- Syracuse University's Maxwell School of Citizenship and Public Affairs, M.P.A., Public and Nonprofit Management Concentration, Top 5% of Class, July 2014
- State University of New York at Buffalo Law School, J.D., cum laude, 2005
- State University of New York at Buffalo, B.A., Middle Eastern Politics and Cultural Affairs, summa cum laude, 2002
- State University of New York at Buffalo, B.A., Political Science, Public Affairs Concentration, summa cum laude, 2002

Publications/Presentations

- Quoted, "Tops' Curci: 'We Were Running Our Company With One Arm Tied Behind Our Back' " Buffalo *Business First*, February 22, 2018
- Quoted, "Tops Financial Issues 'Not the End of the World,' " *Buffalo Business First*, February 20, 2018
- Author, "The NCAA Bribery Scandal," *DRI For the Defense*, February 2018
- Featured in "From the Law to the Links," *New York Daily Record*, January 15, 2018
- Quoted, "David Boies Could Be Cowboys Owner Jerry Jones' Hail Mary ," *Law360*, November 18, 2017
- Author, "Teeing-Off on Counterfeiters," *DRI's For the Defense*, August 2017
- Author, "Tightening the Grip on Counterfeit Golf Clubs ," *USLAW*, Fall/Winter 2017
- Interviewed in "Busy in Buffalo: Joe Hanna Is the Hardest-Working Person in the Room ," 2017 Upstate New York *Super Lawyers*, September 2017
- Quoted, "The Biggest Sports Rulings of the 1st Half of 2017 ," *Law360*, July 7, 2017
- Author, "No Easy Task: Teeing-Off on Counterfeiters," *DRI For the Defense*, August 2017

- Interviewed in "Five Questions With Joe Hanna, Distinguished Neutrals Panelist," *Buffalo Law Journal*, June 27, 2017
- Quoted in "Riddell Concussion Claims May Head for State Court Fight," *Law 360*, May 24, 2017 (login required)
- Author, "Take Control of Your Career," Leadership Council on Legal Diversity Fellows Weekly, May 9, 2017
- Quoted in "Judge Breathes New Life Into Minor Leaguers' Wage Suit," *Law360*, April 3, 2017 (login required)
- Keynote speaker, CLICKS Sports & Entertainment Law Symposium, New York City, NY, March 11, 2017
- Featured in "How Bunkers in Baghdad Plays Golf to Support U.S. Troops," *MediaPost*, February 28, 2017
- Quoted in "Drone Operation Is Ripe for Regulation in New York, Lawyers at State Bar Meeting Say," *New York Law Journal*, January 26, 2017
- Panelist, "The Constance Baker Motley Symposium," Diversity Works, New York State Bar Association, January 23, 2017
- Quoted in "Key Sports Law Cases and Developments to Watch in 2017 - USA," *LawInSport*, January 11, 2017
- Quoted in "Sports Cases to Watch in 2017," *Law360*, January 2, 2017
- Featured in "Goldberg Segalla's Growth Quick Yet Methodical," *Buffalo Law Journal*, December 27, 2016
- Quoted in "The Biggest Sports Cases of 2016," *Law360*, December 16, 2016
- Quoted in "Daily Fantasy Merger Won't Help Much With Legal Woes," *Law360*, November 22, 2016
- Quoted in "Rams Fans' Merchandise Claims Will Be Tough to Prove," *Law360*, October 10, 2016
- Quoted in "NFL Must Play Good Defense in DirecTV Sunday Ticket Row," *Law360*, August 18, 2016
- Quoted in "NHL Head's Strong Dismissal of CTE Link Could Be a Mistake," *Law360*, July 27, 2016
- Author, "The Mandatory Arbitration Clause Debate," *New York Law Journal*, July 18th, 2016
- Panelist, "Secrets to Success," 1L LCLD Scholars Summit, Leadership Council on Legal Diversity, Chicago, May 21, 2016
- Quoted in "3rd Circuit Puts an End to Objections in NFL Concussion Deal," *Law360*, April 18, 2016
- Quoted in "NFL 'Personal Conduct' Ruling Has Silver Lining For Players," *Law360*, April 12, 2016
- Quoted on "The Beat of Sports," FM 96.9 The Game, Orlando, FL, March 9, 2016
- Quoted on "HV III And Bunkers In Baghdad" On The Green, The Fan 610 AM, March 7, 2016
- Quoted in "Picking a Jury Will Be Particularly Tough in Hulk Hogan Sex Tape Case Against Gawker," *Tampa Bay Times*, March 2, 2016
- Quoted in "NFL Deflategate Appeal to Test Deference to Arbitrators," *Law360*, March 1, 2016
- Presenter, "Drones on the Horizon: An Update on New York's Proposed Regulation of Unmanned Aerial Vehicles," Association of Towns of the State of New York Annual Meeting, February 15, 2016
- Quoted in, "Demand for NFL Tix Throws Wrench Into Pricing Challenges," *Law360*, February 8, 2016
- Panelist, "Working as General and Outside Counsel in Sports," Syracuse Entertainment and Sports Law Symposium, Syracuse, NY, February 6, 2016
- Quoted in "MLB Avoids Antitrust Hit With Single-Team Streaming Deal," *Law360*, January 20, 2016
- Cited in "Drone Enthusiasts Fear Regulations May Go Too Far," *Newsday*, October 13, 2015
- Quoted in "No Warriors Knockoff T-Shirt Is Out of Bounds," *Times-Herald*, June 10, 2015
- Author, "A New York State of Drones: Practical Tips for Towns as Regs Loom on the Horizon," *Talk of the Towns*, May/June 2015

- Author, "For Now, Drones Will Fly the Uncertain Skies," American Bar Association *Minority Trial Lawyer*, May 19, 2015
- Quoted in "Growing Drone Usage Sparks Legal Concerns," *Buffalo Law Journal*, May 11, 2015
- Presenter, "The Sports Product Licensing Game: From Amateurs to Professionals, Everybody Wants to Play," Syracuse University College of Law, April 2015
- Presenter, "An Evening With Joseph Hanna '05," Sports & Entertainment Law Society, SUNY Buffalo Law School, March 23, 2015
- Panelist, "Client Representation," Entertainment and Sports Law Symposium: The Game Off the Field, Syracuse University College of Law, March 21, 2015
- Presenter, "Is the Empire State Ready for Drones? Exploring New York's Proposed Regulation of Unmanned Aerial Vehicles," Association of Towns of NYS Annual Meeting, New York, NY, February 16, 2015
- Editor, *Sports and Entertainment Law Insider* blog
- Featured in "Minority Powerbrokers Q&A: Goldberg Segalla's Joseph Hanna," *Law360*, February 20, 2015
- Quoted in "Dedicated to Diversity: Progress Seen in Legal Profession," *Business First*, January 23, 2015
- Author, "Pro Athletes Can Cash In – and Out — Quickly," *Buffalo Law Journal*, December 31, 2014
- Quoted in "Bunkers in Baghdad Named a 2014 Top-Rated Nonprofit," *Buffalo Rising*, November 17, 2014
- Author, "NBA Leads in Gender Equity," ABA *Minority Trial Lawyer*, Fall 2014
- Author, "Ray Rice, Roger Goodell, and an Explosive Legal Showdown," American Bar Association *Minority Trial Lawyer*, Fall 2014
- Author, "The Drones Are Coming! Is New York Ready?" *New York State Bar Association Journal*, September 2014
- Quoted in "Economic Evolution of College Sports," *Buffalo Law Journal*, September 1, 2014
- Featured in "SU Maxwell Student Sending Golf Equipment to Troops," *Local SYR*, WSYR-TV, July 15, 2014
- Featured in "Bunkers in Baghdad," *AM Buffalo*, WKBW-TV, June 30, 2014
- Featured in "Maxwell Student Delivers Golfing Gear to Troops through Bunkers in Baghdad," *Syracuse University News*, June 13, 2014
- Quoted in "Go Figure: 5,000,000," *Sports Illustrated SI Golf+Digital*, June 11, 2014

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