



# Deb Schneider

## OF COUNSEL

Deb Schneider is Of Counsel to Fishman Stewart and leads the firm's sports law practice. She is a seasoned professional and subject matter expert who simultaneously teaches sports law at multiple law schools, drawing on her extensive experience as both a chief legal officer and an outside legal consultant in the field.

### CONTACT DEB

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## Overview

Deb's legal experience in sports law includes serving as both principal outside counsel for various sports-centric organizations and as chief legal officer for Champion Auto Racing Teams, Inc. Among other areas, she is well-versed in the evolution and complexities of Title IX and is deeply immersed in NIL and sponsorships, noting that "most of the money in sports is based on intellectual property." Growing up, she was a competitive swimmer—one of the few sports open to girls at the time—which helped shape her passion for ensuring equal opportunities for all, regardless of background.

Deb is an adjunct professor currently teaching sports law at both Wayne State University Law School and Michigan State University College of Law. She enjoys helping students explore the legal landscape as it applies to the world of sports. Many of her colleagues at the firm had the privilege of learning the ins and outs of sports law from Deb while attending her classes in law school, giving them a firsthand appreciation of her expertise and passion.

Beyond law, teaching, and business, Deb co-hosts the podcast *The Pro and the Prof* alongside former Detroit Lions offensive tackle Lomas Brown.

Deb earned a Bachelor of Arts in Human Biology and Economics from Stanford University and a Juris Doctor from Wayne State University. She is a past president and fellow of the Oakland County Bar Foundation. Outside of work, she enjoys photography, hiking, and all water sports. She and her husband co-founded and manage the RSF Foundation, which is dedicated to helping individuals overcome barriers to employment. She also serves on the boards of The Lomas Brown Jr. Foundation, Tanzacare, Auli.tech, and Mi.Bank.

## Education

- Bachelor of Arts in Human Biology and Economics from Stanford University
- Juris Doctor from Wayne State University

## Admitted

- State Bar of Michigan 1985
- US District Court W.D. Michigan 1985
- US District Court E.D. Michigan 1991
- US Supreme Court 2019

## Professional Associations/Memberships

- Oakland County Bar Foundation, Past President, Fellow

## Practice Areas

- Trademarks
- Copyrights
- IP Consulting, Transactional and E-Commerce Services

## Achievements

### Published works, lectures, and seminars

- *The Pro and the Prof* podcast. (with Lomas Brown)
- *The Remember When* podcast (with Jehuu Caulcrick)
- Romeo Schools Sports Leadership Event
- Wayne State NFL Negotiations