



David P. Franklin

Of Counsel

Pittsburgh

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Dave has a diverse corporate practice, counseling privately held and publicly owned companies in a variety of industries. He handles an array of matters on behalf of his clients, including acquisitions, mergers, joint ventures, real estate sales and leasing, and complex commercial contracts.

Dave also practices in the sports and entertainment fields and has been actively involved in the development and structuring of cutting edge licensing and sponsorship agreements, celebrity endorsement contracts, and stadium and arena naming rights projects. He has handled several high-profile transactions in the sports and entertainment fields, including the drafting and negotiation of the multi-year naming rights and sponsorship agreement for the NFL stadium in Pittsburgh and the NHL arenas in Buffalo, N.Y.; Newark, N.J.; and Pittsburgh. Dave also represents country clubs and other golf properties in the negotiation of complex host agreements with the United States Golf Association.

Dave earned his bachelor's degree from University of Richmond and his law degree from University of Pittsburgh School of Law. He is an assistant lacrosse coach at Mt. Lebanon High School.

Experience

Represented an individual in his acquisition of an interest in Nappies Fresh & Frozen Food Co. The deal also required the re-negotiation of the various entity operating agreements.

Represented the Philadelphia Union in launching a multi-year partnership with Penn Medicine that spans the entirety of the Union organization, with Penn Medicine providing the official team doctor, as well as becoming the official health care provider, hospital system, and adult cancer treatment center of the Philadelphia Union, Union II, Union Academy, and the WSFS Bank Sportsplex.

Represented the Philadelphia Union in the negotiation of a long-term partnership agreement with Molson Coors Beverage Company, a renowned brewer and beverage company with a diverse range of popular brands. Under the new partnership, Coors Light is the Official and Exclusive Domestic Beer Partner of the Philadelphia Union and Subaru Park.

Represented WSFS Bank in its negotiation of a naming rights agreement with the Philadelphia Union under which WSFS became the official bank of the Union and the official bank of Subaru Park. The deal also made WSFS Bank the lead sponsor of the WSFS Bank Sportsplex.

Represented The Bottle Cru in its acquisition of The Seller Door, LLC, which operates liquor stores in New York.

Represented two individual investors in their acquisition of Allegheny Educational Systems, a provider of technology labs, equipment, and curriculum implementation for schools and educational institutions in Pennsylvania, New York, and New Jersey.

Represented CyFIR, LLC, a cybersecurity firm, in its sale to eSentire, Inc., a managed detection and cybersecurity response provider.

Represented Sherpa Software, LLC, an enterprise data governance and eDiscovery solutions provider, in its sale to Gimmel LLC, an information governance software solutions provider.

Practice Areas

- Corporate
- Mergers & Acquisitions

Industry Sectors

- Sports

Education

- University of Pittsburgh School of Law, J.D., 1992
- University of Richmond, B.A., 1989

Bar Admissions

- Pennsylvania

Court Admissions

- U.S. District Court -- Western District of Pennsylvania

Affiliations

Miracle League of the South Hills, Board of Directors

Mt. Lebanon Lacrosse Association, Board President

Big Brothers and Big Sisters of Greater Pittsburgh, Former Board Member

The First Tee of Pittsburgh, Former Board Member

CASA of Allegheny County, Former Board Member

Awards & Honors

- AV Preeminent rating from Martindale-Hubbell

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Represented Footprint, LLC in connection with a long-term deal pursuant to which the Phoenix Suns' newly renovated arena will be known as the Footprint Center. The deal has been called the "most unique partnership in all of sports" as it goes well beyond naming rights. Footprint is a leader in developing sustainable, plant-based products with the goal of eliminating single-use plastics. The Footprint Center will feature many of Footprint's products, and will also serve as an innovation hub where other consumer product manufacturers can feature their products and sustainable solutions.

Represented a building materials supply company in signing a long-term agreement to be a founding partner sponsor of the Pittsburgh Penguins.

Represented a supermarket chain in signing a long-term agreement for its convenience store arm to be a sponsor of the Pittsburgh Penguins.

Represented Matthews International in the sale of its 650,000 sq. ft. facility located in Butler, Pa. The transaction also involved a lease back to Matthews of approximately 400,000 sq. ft.

Represented a patient management software company in its equity sale to a global medical technology business.

Represented Commercial Stone Company in the sale of its capital stock and real estate holdings to U.S. Silica Company.

Represented Matthews International Corporation in its acquisition of casket manufacturer Milso Industries Corporation.

Represented Sara Lee Corporation in its sale of the Trails Best beef jerky division to Monogram Food Solutions, LLC.

Represented Kraft Heinz Company in the negotiation of a long-term stadium naming rights agreement with the Pittsburgh Steelers.

Represented the Pittsburgh Penguins in the negotiation of an arena naming rights agreement for its new arena in Pittsburgh.

Represented Prudential Insurance Company of America in the negotiation of a long-term arena naming rights agreement with the New Jersey Devils.

Represented First Niagara Bank in the negotiation of a long-term arena naming rights agreement with the Buffalo Sabres.

Represented the Lehigh Valley Phantoms in the negotiation of a long-term arena naming rights agreement with PPL Corporation.