



Colorado Sports Betting

At the forefront of local licensure and compliance

We Work With

Casinos

Sports Betting Operators

Sports Betting Internet Operators

Vendors

Investors

Other

There are few major gaming deals that transpire without the support of the internationally recognized gaming law group at Brownstein. We represent U.S. and foreign sports betting organizations seeking gaming licenses across the country.

Unmatched expertise and deep relationships

With a team whose backgrounds include everything from gaming regulatory agency service to former in-house counsel, we bring significant experience working with gaming regulators. We have long represented clients before the Colorado Division of Gaming. Limited gaming became legal in Colorado in 1991, with limited games and limited stakes that held max bets to \$5. In 2009, voters added new games and authorized casinos to increase betting limits to \$100.

In November, voters approved sports betting to begin on May 1, 2020. Our substantive expertise with both the sports betting industry and the Colorado licensure process, along with our deep local relationships with Colorado's regulators, make us uniquely suited to interpret the emergency licensing rules, assist in accurately completing applications and ensure our clients are in the start gate when the market opens.

One shot at go

To be eligible for a temporary license to begin operating on May 1, 2020, applications must be submitted by Jan. 15, 2020. Our strong working relationships with the key regulators in charge of the Colorado licensing process allows us to help our clients make the most of their one shot at go. In addition, we draw on our experience nationwide with sports betting transactional work and technology platforms to provide strategic advice on corporate structuring, cybersecurity and data protection and investor relations.

What We Do

Licensing

Compliance

Rulemaking

Strategic advice

Corporate transactions

Representative Matters

Counsel to Caesars Entertainment in its partnership with DraftKings, a leader in legal online sports betting. The deal gives Caesars an equity stake in DraftKings and provides DraftKings with a path toward future online and mobile licenses through the large network of Caesars casinos.

Counsel to Kindred Group in its access arrangement with Mohegan Sun Pocono to offer online and retail sports betting in Pennsylvania.

Counsel to Pala Interactive, an online social casino and real money B2B gaming provider, in its multiyear license agreement with JPJ Group, an online gaming operator, to provide access to its proprietary online real money gaming platform.

Counsel to Boyd Gaming Corporation in its partnership with MGM Resorts to offer online and mobile gaming platforms, including sports betting, casino gaming and poker, in jurisdictions where either Boyd or MGM operate physical casino resorts and online licenses are available.

Counsel to Pala Interactive, an online social casino and real money gaming provider, in negotiating its agreement with SBTech, a leading sports betting technology supplier, to offer SBTech's sportsbook technology in integration with Pala Interactive's proprietary platform.

Counsel to Kindred Group, the parent of the online gaming site and app Unibet, in its agreement with Hard Rock Atlantic City to offer online sports betting in New Jersey. The deal marks the entry of the Unibet brand into the U.S. market.

Counsel to Boyd Gaming Corporation in a strategic partnership with FanDuel to run online and mobile sports betting operations in the U.S.

Counsel to bet365, the leading UK online betting operator, in its sports betting partnership with the Hard Rock Atlantic City casino. The deal marks the entry of Bet365 into the U.S. market.

Our national gaming team is advising one of the world's largest sports betting and gaming groups on all aspects of gaming and regulatory requirements to ensure a successful gaming licensing experience. Our firm was retained in part because of our experience in successfully representing UK-listed gaming companies with regard to their operations in the U.S. and globally, as well as our strength of reputation for assisting major gaming companies in navigating the gaming regulatory process.

As national thought leaders in gaming and gambling, our gaming team has been called to play a central role in one of the most significant developments for the sector of recent times. We have been providing strategic and legal counsel to multiple entities in the rollout of both in-casino and online sports wagering in the state of New Jersey and in connection with its potential rollout into other states across the U.S.

Colorado Sports Betting Team

Brownstein Hyatt Farber Schreck has a proven track record helping clients successfully navigate the maze of politics and policy in states across the country. When you demand results, our team delivers.



Sarah Mercer
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Sarah pairs her litigation background with her passion for local and state government to develop creative political, regulatory and administrative solutions for her clients' legal problems. A Swiss Army Knife of lawyers, she helps her clients overcome sensitive, thorny and entrenched issues by navigating the complex and fickle government landscape. She has led the firm's Colorado gaming practice for the last half decade, managing all aspects of licensing and compliance for casinos, game manufacturers, and other suppliers and vendors, and also lobbying the state legislature on behalf of the industry. Through her close ties with elected officials and bureaucratic staff at all levels of local and state government, including legislative leaders, department directors, mayors, governors and attorneys general, Sarah forms connections and bridges relationships for the firm and her clients.



Elizabeth Paulsen
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Elizabeth's practice concentrates on joint ventures, structuring and complex commercial arrangements, as well as general corporate matters. In the gaming industry, Elizabeth counsels both U.S. brick-and-mortar casinos and foreign online gaming platforms on the various ways to gain access to the emerging online gaming market, obtain B2B services and provide consumer-facing products. At the outset of online gaming, she was the architect behind some of the first access arrangements in the United States between European platform provider and domestic brick-and-mortar licensees and crafted creative business solutions utilized in New Jersey and Pennsylvania for online gaming services offered in conjunction with another's license. With the repeal of the federal Professional and Amateur Sports Protection Act (PASPA), Elizabeth is one of a few attorneys with experience negotiating online gaming access agreements and is playing a key role in the expansion of sports betting throughout the U.S. In addition to real money offerings, Elizabeth's familiarity with the highly regulated gambling industry has translated into structuring several social gaming transactions, including white label arrangements for brick-and-mortar casinos.



William Downey
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Co-chair of the firm's Gaming Group, Bill has built a reputation as one of the most respected attorneys in the gaming industry. With more than 25 years of experience in the Atlantic City and Pennsylvania markets, Bill has been counseling mid-Atlantic casinos and other participants in the casino and hospitality industries on the regulatory, corporate and real estate aspects of their ventures. He has extensive experience in the prosecution of license applications before regulatory bodies, operational issues and financing transactions. His unique combination of experience is beneficial as European companies look to expand and partner with U.S. companies. Bill's practice includes guiding clients through business transactions, including regulation, acquisitions and dispositions, real estate, corporate and real estate finance, venture structure and entity formation and governance. He regularly represents a wide variety of gaming clients in front of the New Jersey Division of Gaming Enforcement, New Jersey Casino Control Commission, the Pennsylvania Gaming Control Board and the Pennsylvania Horse Racing Commission. He has experience drafting and negotiating employment and professional services agreements.



Scott Scherer
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Scott uses his unique mix of regulatory, business, policy and legal perspectives to help clients achieve their goals. As a gaming law veteran, Scott's more than 30 years of gaming experience includes serving as a member of the Nevada Gaming Control Board, where he had responsibility for the Investigations, Audit and Technology divisions; as a supervising deputy in the Gaming Division of the Nevada Attorney General's Office; and as in-house counsel for a major gaming device manufacturer (where he also served for a time as managing director of an international subsidiary). These experiences inform his representation of clients on state, national and international business, regulatory and compliance matters. Over the course of his career, Scott has worked with clients in Japan, the Philippines, Singapore, Macao and beyond. Scott has advised and assisted governments drafting gaming laws and regulations. When not working on complex gaming and compliance matters, he represents clients with respect to other regulatory issues, including state and local tax, transportation and legislative matters. Scott served as chair of the International Association of Gaming Regulators, a member of the Nevada Assembly, general counsel and chief of staff for Nevada Gov. Kenny Guinn, one of Nevada's representatives to the Conference of Commissioners on Uniform State Laws and a member of the Nevada Commission on Ethics and the Nevada Gaming Policy Committee.



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Pat concentrates his practice in all aspects of gaming law with an emphasis on licensing and operational regulatory compliance matters as well as various types of commercial transactional matters. A pioneer in online gaming, he helped shape the future of internet gaming nationally and was highly involved in the regulatory process of legalizing internet gaming in New Jersey. Pat's broad and extensive gaming experience includes serving as in-house general counsel for a major casino company, as well as many years in the areas of federal, state and local regulatory compliance. Drawing on that experience, he creates compliance programs and serves as legal and regulatory counsel to gaming company audit and compliance committees. He effectively guides clients through licensing and compliance matters before the New Jersey Division of Gaming Enforcement, Casino Control Commission, Division of Alcoholic Beverage Control, Department of Community Affairs and Casino Reinvestment and Development Authority. He has also represented clients before the Pennsylvania Gaming Control Board.



Scott Wiegand
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Scott is a corporate attorney focusing on the needs of gaming and hospitality industry clients and new ventures. Scott's gaming and hospitality expertise derives from 15 years with Caesars Entertainment Corporation. In that role, he served as counsel for the company's capital markets activity, corporate transactions and enterprise development efforts. His collaborative approach and experience completing transactions within the gaming regulatory environment enable him to help gaming industry clients meet their strategic objectives. Scott also focuses on the needs of new ventures in Denver and Nevada. He recently represented Caesars in their collaboration with the University of Nevada, Las Vegas to establish an innovation hub and accelerator for the hospitality and gaming industries, and serves as pro bono counsel to StartUpNV, a 501(c)(3) organization dedicated to fostering Nevada's startup ecosystem. Scott believes good advice first requires a thorough understanding of his client's business objectives. He applies the business-first skills gained from his experience in both startup and Fortune 500 environments to the unique needs of new ventures, founders and their investors. Prior to his role with Caesars, Scott was general counsel for an e-commerce solutions company and spent several years practicing with large law firms.



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Recognized as a top Nevada lawyer, Sonia helps clients navigate Nevada's complex regulatory requirements related to commercial development and liquor and gaming licensing. Her practice primarily focuses on commercial transactions with an emphasis on gaming, liquor, real estate and land use matters. She also advises clients on corporate restructuring and financings. Sonia assists in business transactions by advising clients on purchase and sale agreements, particularly those with hospitality and licensing requirements, and can also assist on land use regulations for project development. Sonia's hands-on knowledge of the hospitality industry means she can help clients build a regulatory foundation that will guide them from acquisition through operation. With intimate knowledge of new Nevada Gaming Control Board regulations concerning various aspects of the gaming industry, Sonia is well-positioned to help her clients set up and stay current on their compliance plans. She also represents individuals and businesses before regulatory agencies including the Nevada Gaming Control Board, Nevada Gaming Commission, Clark County Commission, City of Henderson, City of Las Vegas and City of North Las Vegas.



Mark Starr
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Mark brings unique expertise in gaming law to his corporate practice. Mark combines an entrepreneurial spirit to his project management experience. While in law school, Mark participated in the drafting, proposal and presentation of Senate Bill 240 prior to its passing by the 2017 Nevada State Legislature. The bill amended state law to allow sports books to offer mutual betting on events outside of horse and dog racing and sports. He also worked as an extern focusing on gaming law and regulation with the Nevada Gaming Control Board.



Melissa Thevenot
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Melissa brings a history with tribal organizations and transactional matters to her gaming practice. She has experience with advising Indian gaming enterprises on compliance with the Indian Gaming Regulatory Act, fee-to-trust applications and acquisitions for tribal land recovery, federal recognition and Indian lands gaming eligibility, developer agreements and researching and preparing trial documents. Before joining the firm, Melissa served at the National Indian Gaming Commission as a staff attorney, clerked at Anderson Indian Law and Homer Law firms in Washington, D.C., was a legal intern in the Department of the Interior's Office of Indian Gaming and interned with the Oglala Sioux Tribe Legal Department, where she furthered economic development initiatives for the Pine Ridge Reservation. She was also, while in law school, a judicial intern for Magistrate Judge John M. Bodenhausen of the U.S. District Court for the Eastern District of Missouri and a research assistant for law and economics Professor Gerrit De Geest.