



MATHEW JESSEP

Principal Lawyer & Consultant
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Mat Jessep is a commercial and corporate lawyer and business consultant with specialist skills and experience in Sports, Esports, Media, and Entertainment, acting for clients in Australia, North America, the UK, and Europe.

Mat is experienced in commercial and corporate matters, including transactional, contractual, procurement, company secretarial, governance, integrity, branding, reputational, strategy, regulatory, and legal project management advice and support. Mat's background pre-law includes marketing, brand management, and business development roles.

As a dedicated Sports lawyer, Mat has acted for National Sporting Organisations, State Sporting Organisations, sponsors, broadcasters, and leagues and event operators. Mat is a pioneer and leading lawyer and consultant in the fast-growing esports sector, acting for clients with interests in leagues and teams in Europe, North America, Australia, and Asia. In the media and entertainment industries, Mat has advised film producers, artists, authors, creatives, podcasters, streamers, and tech start-ups.

Mat is admitted in the Supreme Court of NSW and is on the roll of the High Court of Australia. He is also an active member of the US-based Sports Lawyers Association (SLA) and teaches as a Senior Fellow at the University of Melbourne Law School and as a casual academic at the University of Technology Sydney in the Law faculty and Business School.

Key Experience

New South Wales Rugby League Ltd – general sports law

Advising the governing body of Rugby League in NSW & the ACT on various tribunal, governance, competition, and privacy issues. Mat has acted as Judiciary Counsel, re-drafted the standard Player Contracts, drafted the League's 'Working with Children' policy, incorporated a new district junior rugby league body, and advised on an esports project.

US private equity syndicate – Sports M&A

Mat acted as Australian Counsel for a US ownership group on the acquisition of equity in the Brisbane Bullets National Basketball League (NBL) franchise.

Guinevere Capital – general commercial and corporate law

Acting as counsel for Australia's biggest esports organisation on shareholder, IP, online business, disputes, capital raising, and M&A matters. Mat advised on the acquisition of a UK-based team, 'Excel Esports', involving a transfer of IP assets, resolution of a dispute, capital raise, restructure and incorporation in Jersey, after which the new entity allocated EUR10.5m on the successful bid for a slot in the European League of legends Championship Series, the LEC.

Various clients – regulatory and compliance

Advised various large and SME clients on regulatory issues and compliance, including privacy, marketing, trade promotions, and corporate governance.

Key Skill Set

- **Sports, Media, Tech, & Entertainment** – industry sector-specific expertise and experience.
- **Legal** - corporate and commercial advice, auditing, compliance, contracts, dispute resolution and advocacy, drafting, rights clearances, transactional management.

- **Commercial** - brand development, research, insights, strategy, planning, and execution.
- **Governance & Company Secretarial** – advice and assistance on strategies and tactics to ensure that Directors and Officers appropriately manage legislation, regulation, and related duties.
- **Investigations** - conducting and project managing independent internal and external reviews into culture and conduct, and making recommendations.
- **Teaching** - developing and delivering educational courses, lectures and seminars on sports and entertainment business and legal topics.

**Legal
Experience**

Game Legal Nov 2019 – present

Principal Lawyer

Mat owns and operates Game Legal – offering comprehensive legal advice and counsel to organisations and investors in Sports, Esports and the Pop Culture sectors - Gaming, Media, Tech, Internet, Brands & IP, Entertainment, TV, Music, Film, Art, & Fashion - as well as to Businesses and for new Start-Ups.

DWF (Australia) Jun 2018 – Nov 2019

Supervising Lawyer – Commercial Law: Sports & Entertainment

Mat transitioned his sports and entertainment law practice into the newly opened Sydney office of DWF (Australia) in June 2018 and developed teams focused on sports, esports, media and entertainment sectors, as well as an IP team.

Jessep Entertainment & Sports Lawyers Aug 2013 – Jun 2018

Principal Lawyer

Assisted and advised sporting organisations, teams, athletes, and sponsors on general legal issues.

Legal Aid NSW Aug 2011 – Aug 2013

Solicitor, Civil Law Division

Managed a large caseload of matters across employment, insurance, banking and finance, and human rights.

Various **Community Legal Centres** Jan 2009 – Jul 2013

Volunteer Solicitor/Paralegal

Salvos Legal, Humanitarian, Miranda, Sep 2010 – Jul 2013

Homeless Persons' Legal Service (HPLS), Clinic Supervisor, Jun 2010 – Apr 2011

Marrickville Legal Centre, Oct 2009 – Mar 2011

National Children's and Youth Law Centre, PLT position, Jan 2009 – Sep 2009

Environmental Defenders Office, paralegal, Jan 2009 – Feb 2009.

**Teaching
Experience**

University of Melbourne, Law School Jan 2019 - present

Senior Fellow

Esports & The Law. Mat co-developed and taught this world's first-of-its-kind course on the legal aspects and issues of esports.

University of Technology Sydney Apr 2016 - present

Casual Academic

Sports law and sports business.

**Commercial
Experience**

Game Consulting Nov 2019 – present

Principal Consultant

Mat owns and operates Game Consulting, offering brand development, research, strategy, and insights.

2005 - 2011

Business Development Management and relationship marketing roles in law firms, including:

- **Allen & Overy Australia** 2011
- **DibbsBarker Lawyers** 2009 - 2011
- **Gilbert+Tobin** 2009 (part-time, 6 month contract)
- **Greenwoods & Herbert Smith Freehills** 2007 - 2008
- **King & Wood Mallesons** 2005 - 2007

1995 – 2005

Marketing, sales, and customer service roles across various industry sectors, including: manufacturing; wholesaling; transport and logistics; hospitality and tourism; and automotive. These brands included:

- **Subaru Australia:** Product Manager – Accessory parts 2003 - 2005
- **Accor Hotels & Resorts:** Brand Coordinator – Luxury brands 1999 - 2001
- **DHL Worldwide Express:** Pricing & Direct Marketing Assistant 1998 - 1999
- **AT&T:** telephone customer service, London, UK 1997
- **The Paper House:** Sales Cadet 1995 - 1996

Board Experience

Esports Games Association Australia (EGAA) Jan 2017 - present
Board Member & Interim CEO

Sutherland Food Services Ltd t/as Meals on Wheels Sutherland & St George
Nov 2015 – Sep 2016

Military Service

Royal Australian Air Force (RAAF) Sep 2001 - Nov 2003
Officer, Pilot Trainee

Education & Training

The College of Law 2009
Graduate Diploma of Legal Practice

University of Sydney (Law Extension Committee), Legal Profession Admission Board (LPAB) 2003 – 2009
Diploma in Law

Royal Australian Air Force (RAAF), Officers' Training School (OTS), Point Cook Victoria 2001 – 2002
Junior Officer Initial Course (JOIC 06/01)

University of Western Sydney 1993 – 1996
Bachelor of Commerce, Marketing major, Asian Studies sub-major.
Diploma in Market Research (Market Research Society of Australia).

St Aloysius College 1990 – 1992
HSC

Memberships

Sports Lawyers Association (SLA) 2015 - present

High Court of Australia, Roll of Practitioners 2011 - present

Supreme Court of New South Wales, Solicitor 2009 - present.