

Proskauer Acts as Primary Outside Counsel for TMRW Sports Group's Launch of TGL, a New Technology-Focused Golf League

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Founders Tiger Woods, Rory McIlroy and Mike McCarley Unveiled TGL as First Venture for TMRW Sports Group

NEW YORK, September 7, 2022 - Leading international law firm Proskauer, is pleased to announce its role as primary outside counsel to [TMRW Sports](#) for its newly-launched venture, TGL. TMRW Sports is focused on building technology-focused ventures that feature progressive approaches to sports, media and entertainment. Proskauer advised TMRW Sports on its initial league formation and corporate structuring, as well as its strategic launch of TGL.

TMRW Sports' initial venture, TGL, is a tech-infused golf league that will operate in partnership with the PGA TOUR. TGL will offer viewers a new platform to watch professional golf by bringing together advanced tech and live action from a custom-built venue. Fans will be able to experience TGL over the course of 15 regular season Monday night matches, followed by semifinals and finals series, kicking off in January 2024.

"To establish yourself as a successful sports league, you need to be both a media and a technology company. TMRW Sports has placed themselves directly at this intersection," said Rob Freeman, Sports Law partner and Co-Head of the Firm's Technology, Media & Telecommunications Group. "We are excited to support TMRW Sports as they launch new experiences like TGL and reach golf fans around the world in new and innovative ways."

“We have a strategy to partner with the leaders in their fields. That starts with Tiger and Rory and extends to all our commercial partners. Proskauer is firmly established as the premier sports law firm and their vast experience in league and team structures has been incredibly beneficial for us as we’ve structured TGL. Proskauer knows exactly how to structure the right agreements from athlete partnerships to commercial rights. We could not have asked for a better partner in the launch of TMRW Sports and TGL and we look forward to our continued partnership with Proskauer as we grow,” said TMRW Sports General Counsel Christopher Murvin.

The Proskauer team was led by partner [Rob Freeman](#) (Sports Law; TMT); partner [Amanda Nussbaum](#) and associate [Aaron Lee](#) (Tax); associate [Grant Darwin](#) (M&A); and associates [Theresa Smith](#), [Arthur Burke](#) and [Sean Wildes](#) (Sports Law).

About Proskauer

We are 800+ lawyers serving clients from 12 offices located in the leading financial and business centers in the Americas, Europe and Asia. The world’s leading organizations, companies and corporations choose us to be their representatives in their most critical situations. But more, they consider Proskauer a strategic partner to drive their business forward. We work with asset managers, major sports leagues, Fortune 500 companies, entertainment industry legends and other industry-redefining companies.

For more than 55 years, Proskauer has advised the world’s premier sports organizations on their most critical and complex matters. Our lawyers play a pivotal role in the transactions, negotiations and litigations that are at the leading edge of the business of sports.

About TMRW Sports Group: (pronounced “tomorrow sports”)

Founded by Tiger Woods, Rory McIlroy, and sports executive Mike McCarley, TMRW Sports is focused on harnessing technology to build progressive approaches in sports, media, and entertainment to create new pathways for the next generation to enjoy sports. TMRW Sports' first project, TGL, is an innovative league launched in partnership with the PGA TOUR. TMRW Sports is supported by an all-star roster of athletes, celebrities, and business leaders from the worlds of sports, media, technology, and finance who make up a powerful and diverse investor group. TMRW Sports joins Woods' TGR Ventures and McIlroy's Symphony Ventures, and is led by McCarley, founder and CEO. For more, visit [TMRWSportsGroup.com](https://www.TMRWSportsGroup.com).

Related Professionals

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