



Josh Goldberg

Associate

Phone: (305) 789-2799

joshua.goldberg@gmlaw.com

600 Brickell Avenue, Suite 3600, Miami, FL, 33131

2255 Glades Road, Suite 400-E, Boca Raton, FL, 33431

Josh Goldberg is an associate in the Franchise Law practice group, as well as the Innovation & Technology and Entertainment & Sports practice groups at Greenspoon Marder. Mr. Goldberg concentrates his practice on representing franchisors, franchisees, professional athletes, creators, brands, and startups in the media and technology fields in all aspects of commercial transactions.

Mr. Goldberg served as the President of the Sports, Entertainment, Fashion and Art Law society at Florida International University's College of Law. Mr. Goldberg established FIU Law's first-ever sports and entertainment law symposium in 2021. In 2022, Mr. Goldberg hosted the second annual symposium titled: The Metaverse and the Law. The Sports Lawyers Association awarded Mr. Goldberg third place nationally in its 2020 student writing competition for his paper titled: The Rooney Rule and the Lack of Minority Coaches in the NFL.

In 2020, Mr. Goldberg helped create the Florida Bar's EASL Student Council. From 2021-2022, Mr. Goldberg served as the student liaison between the Florida Bar's EASL section and all Florida law schools.

In addition, he pursued an intellectual property certificate through FIU Law's Certificate Program. Prior to law school, Josh graduated from Indiana University's Kelley School of Business where he majored in marketing and international business.

Mr. Goldberg was recently named as a LinkedIn Top Voice where he shares his thoughts on the crossover of the athlete, influencer, and CPG economy. He is also an active member of The Sports Lawyers Association and the Florida Bar's Entertainment, Arts & Sports Law Section.

Bar Admissions

- Florida

Court Admissions

- U.S. District Court, Southern District of Florida

Education

- J.D., Florida International University, College of Law, 2022
- FIU Law's Intellectual Property Certificate Program
- B.A., Indiana University, Kelley School of Business, 2019

Practice Areas

- Franchise Law

- Innovation & Technology
- Entertainment & Sports
- Intellectual Property

Professional and Community Involvement

- Sports Lawyers Association, NextGen Committee, 2022 - Present
- The Florida Bar, Entertainment, Arts & Sports Law Section, Member

Speaking Engagements

- Speaker, "The Current State of College Athletics and NIL," LinkedIn Live, March 25, 2024
- Speaker, "Breaking into the Sports Industry," Nova Southeastern University Shepard Broad College of Law's Sports and Entertainment Law Society's Annual Symposium, February 2024
- Speaker, "Alumni Panel," Florida International University - College of Law Admitted Student Day, February 2024
- Speaker, "NIL Panel," Nova Southeastern University Shepard Broad College of Law with NSU Law's Sports & Entertainment Law Society, January 2024

Publications

- Co-Author, "The Impact of Monetizing NIL on the Transfer Portal," *Lead1 Association*, May 2023
- High School NIL is Officially Live in Florida: Here's What You Need to Know
- High School NIL Arrives in Florida: How to Navigate a New Era of High School Sports
- Why Startups Must Prioritize Intellectual Property Protection
- Latest Proposed NIL Bill Can Benefit International College Athletes
- The Transfer Portal Has Changed the Dynamic of College Sports
- What You Need to Know About House v. NCAA Prior to Class Certification Hearing This Thursday
- Why Athletes Have Success With Franchising
- What You Need to Know About Johnson v. NCAA
- NIL Taking Center Stage in March Madness
- Artificial Intelligence (AI) & Its Impact on the Sports Industry
- Navigating Name, Image, and Likeness as a Student-Athlete

News

- Greenspoon Marder Attorneys Joshua Goldberg, Bruce Siegal, and Jon Lyman Advise Texoma FC on Franchise Expansion into USL League One
- Greenspoon Marder Counsels Prolific Sports Lab on Launch of Name, Image, and Likeness Initiatives
- Greenspoon Marder Associate Josh Goldberg Selected to Serve on the Sports Lawyers Association's NextGen Committee