



MARK R. HAMILTON JR.

O'NEILCANNON

HOLLMAN DEJONG & LAING S.C.

Associate

CONTACT

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Mark is a member of the firm's Business Practice Group, offering comprehensive legal guidance to clients across a range of industries. His expertise spans mergers and acquisitions, corporate transactions, intellectual property matters such as licensing agreements, and sports and esports affairs, including content creation.

PRACTICE GROUP

- Business
- Mergers & Acquisitions

With a strong background in business compliance, intellectual property, securities law, and sports, media, and entertainment, Mark is committed to delivering strategic, client-focused solutions. At O'Neil Cannon, he combines his legal knowledge with hands-on experience as a former content creator to craft practical, tailored strategies for his clients.

During law school, Mark gained valuable experience through legal internships specializing in esports transactional practices and honed his conflict resolution skills as a mediator with the Marquette Mediation Clinic.

Mark Assists Clients With

- Mergers and acquisitions
- Trademarks and copyrights
- Sports entertainment and social media transactions
- Licensing agreements, including Name, Image, and Likeness agreements
- Securities law issues
- General business matters

Experience/Representative Client Work

- **Mergers & Acquisitions:** Contribute to various acquisitions with responsibilities including conducting due diligence, and assisting in drafting asset purchase agreements (including ancillary documents such as assignments, bill of sale agreements, and noncompetition and confidentiality agreements). Acquisitions have ranged from lumber and hardware businesses (including their real estate) to sports memorabilia and intellectual property portfolios to commercial properties for the inception of new businesses and entities relating to manufacturing and recycling/waste management.
- **Corporate/Business Law:** Create and form entities, including drafting their organizational documents. Draft and review documents relating to purchase orders, terms and conditions, employment agreements, shareholder disputes, membership agreements, and other licenses. Ensure compliance with a variety of federal and state regulations, including annual corporate filings, drafting and submitting Corporate Transparency Beneficial Ownership Information reports, and other disclosures.

- Sports Law: Perform contractual review for agreements relating to entertainment and content creation, name, image, and likeness, real estate surrounding sports venues, product design issues, and updates to ongoing relations.
- Intellectual Property Law: Maintain a docket of trademarks and collaborate in drafting license agreements relating to products and/or memorabilia, draft and file Trademark Applications with the USPTO relating to design marks, service marks, and word marks, as well as maintenance filings. Additionally, drafting Copyright Applications with the U.S. Copyright Office relating to published works, including journals and other media.
- Securities Law: Draft and review Forms 13F, 13H, ADV, and CRS relating to investment advisers and managers, as well as perform legal research and review of regulatory matters pertaining to SEC marketing rules.

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Professional Associations & Affiliations

- Milwaukee Bar Association
- State Bar of Wisconsin
- American Bar Association

Awards/Distinctions

- Sports Law Certificate, National Sports Law Institute
- National Sports Law Institute Martin J. Greenberg Sports Transactional Skills Award
- CALI Award (highest grade), Advanced Legal Research in Sports Law and Mediation Advocacy
- Joseph E. Tierney, Jr. Memorial Scholarship Recipient
- Thomas More Scholarship Recipient
- MARQUETTE SPORTS LAW REVIEW, Articles Editor

Articles/Presentations

- Mark R. Hamilton Jr. & Alexander C. Lemke, *Ch. 25 – Copyright*, Wisconsin Attorney’s Desk Reference, STATE BAR OF WISCONSIN PINNACLE (2024).
- Mark R. Hamilton Jr., *Pros and Kahns: The Proper Coach Liability Standard for Athlete Injuries in Collegiate Athletics*, 32 MARQ. SPORTS L. REV. 599 (2022).

Education

- Marquette University Law School (J.D., *cum laude*)
- Texas A&M University (B.S., *magna cum laude*)