



Kieron A. Frazier

Partner

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Kieron advises clients across the U.S. in the gaming, sports and entertainment industries. He focuses on structuring complex transactions and guiding operators, investors, teams and commercial partners through evolving regulatory landscapes.

Kieron represents clients in sports wagering, fantasy sports, iGaming, tribal gaming, horse racing, video gaming and lotteries. His work includes regulatory compliance, licensure strategy, investigations, mergers and acquisitions, as well as financing arrangements and other strategic transactions.

In the sports sector, he advises on team and league-related transactions, media and sponsorship agreements, corporate governance and broader commercial matters. He also counsels athletes, universities and related partners in the rapidly developing Name, Image & Likeness (NIL) space, helping structure compliant and commercially sound agreements.

Earlier in his career, Kieron served as in-house counsel in the professional sports industry. That experience shapes his approach: practical, commercially focused and aligned with how executives make decisions. Clients rely on him for clear, business-oriented advice that moves transactions forward.

A former Division I athlete, Kieron brings firsthand industry perspective that extends beyond legal analysis. He has been recognized as a "Black Executive on the Rise" by CDC Gaming and African Americans in Gaming and named to The National Black Lawyers "Top 40 Under 40."

Services

- Corporate
- Gaming
- Entertainment & Sports Law

Before Fox Rothschild

Kieron previously practiced at global law firms. He also worked in-house as Associate Counsel for the NFL's Minnesota Vikings, where his broad responsibilities extended from labor and employment law to risk management, litigation and stadium development.

While earning his law degree, Kieron was a member of the Sports and Entertainment Law Society and the Black Law Student Association. He played Division I football at the University of Illinois while earning his undergraduate degree.

Bar Admissions

- Illinois

Education

- William Mitchell College of Law (J.D., 2010)
- University of Illinois (B.S., 2007)

Memberships

- The Sports Lawyers Association
- Host Committee, Lambda Legal's Bon Foster Civil Rights Celebration, 2024

Honors & Awards

- Selected to the list of "Black Executives on the Rise," by *CDC Gaming* and African Americans in Gaming, 2024
- Selected to The National Black Lawyers list of "Top 40 Under 40," 2020