

# Nicholas Urban

ASSOCIATE, PROSKAUER

**AGE:** 27

**BORN:** Denver

**EDUCATION:** Wharton School at the University of Pennsylvania, B.S., economics; Harvard Law School, J.D.

A first-generation college student, Nicholas Urban has been Proskauer's lead associate representing the NBA in the approval of controlling owner sales in the past year, including the sale of the Phoenix Suns to Mat Ishbia; Marc Lasry's share of the Milwaukee Bucks to Jimmy Haslam; and the Charlotte Hornets to Gabe Plotkin and Rick Schnall.

## GETTING TO KNOW NICHOLAS

- **WHAT FIRES ME UP:** Pursuing and achieving a difficult goal, whether it's finishing a difficult workout program, teaching myself how to play tennis or graduating with honors from Harvard Law School and passing the bar.
- **GO-TO PERSON WHEN I NEED HELP:** My fiancée, Alyssa. Whether it's a work or a personal issue, she is always eager to listen and find exactly what I need for support. For example, when I was halfway through studying for the bar exam, I was feeling overwhelmed. She sensed that I needed a short break, and surprised me by flying from New York to Denver to spend two days with me, which gave me the boost I needed to get through the remainder of bar exam preparations.
- **CAUSE SUPPORTED:** Legal Outreach, an organization that prepares urban youth from underserved communities in New York City to compete at high academic levels.
- **MY INSPIRATION:** My parents and cousin, Drew. They have worked tremendously hard at everything they do – jobs, athletics, parenting – and have inspired that same work ethic in me. They have also always encouraged me to set high goals for myself and made me believe I can achieve them, no matter how discouraged I got at any point. I can still count on a conversation or visit with any of them to inspire me to keep working hard and keep setting goals.



## IN THE INDUSTRY

- **MOST EXCITING ASPECT OF SPORTS BUSINESS:** How rapidly everything develops. It was not long ago that sports betting and institutional ownership (e.g., private funds) of teams were illegal or against league policies, respectively. Now they are crucial and rapidly developing aspects of our industry.
- **IMPACT OF MY GENERATION ON SPORTS:** My generation has shifted the focus from teams and leagues to individual players, which has made franchises bigger and more global, while also making fandoms more flexible. Nothing exemplifies this better than the rise in popularity of content regarding free agency and player movement.
- **WHEN I ATTEND A SPORTING EVENT, I WANT... :** Great company and a knowledgeable, passionate fan base.