

Snell & Wilmer



Jada Allender

Associate | Phoenix

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Main Bio

Jada Allender is a member of the firm's corporate and securities practice group where she focuses on advising clients on a variety of corporate matters, including mergers and acquisitions, corporate organization, private equity financing, deal negotiation, and SEC reporting and corporate governance. Jada helps clients devise business solutions, structure and form business entities, prepare shareholder and director approvals, and draft purchase agreements and other transaction documents. She also counsels clients with regard to collegiate athletics name, image and likeness issues, including sponsorship and marketing arrangements, media production, athlete eligibility requirements, and agency relationships and contracts. In addition, Jada represents clients in new technology ventures, media rights deals, and executive and coach compensation contracts. Jada is a speaker and author on name, image, and likeness issues for various industry organizations and educational institutions. Jada is also a member of the firm's Hiring Committee.

Prior to joining the firm, Jada worked in the sports and entertainment industry where she gained experience with professional and collegiate athletics operations, sports media production, and NCAA compliance.

Education

- Arizona State University, Sandra Day O'Connor College of Law (J.D., *summa cum laude*)
 - Order of the Coif
 - Willard H. Pedrick Scholar
 - CALI Awards: Business Organizations, Legal Advocacy, Property, Race and the Law, TPR: Finance Law
 - Corporate & Business Law Journal, Associate Editor
 - Black Law Students Association, Secretary & Executive Director of Outreach
 - Women Law Students Association
- Arizona State University (M.A., Sports Law and Business)
- University of Oregon (B.S., Business Administration)

Professional Memberships & Activities

- Sports Lawyers Association

Representative Presentations & Publications

- Sports Law Panel, Moderator, Arizona State University Sport Business Association (February 12, 2024)
- “Negotiations in Sports Law,” Speaker, Out of Bounds Symposium, University of Toronto (March 24, 2022)
- “Strategic Planning in Sports,” Guest Lecturer, Arizona State University College of Law (April 14, 2022)
- “The Intersection of Law & Sports Business,” Guest Lecturer, University of Oregon (May 4, 2022)
- "[Corporate Communicator](#)," Author, Snell & Wilmer Newsletter (Spring 2022)
- "[Are Your Academic Institution's Athletes “Employees” Under NLRA? The NLRB General Counsel Thinks So](#)," Co-Author, Snell & Wilmer Legal Alert (November 9, 2021)
- "[Updates From Arizona's Law Schools](#)," Highlighted, Arizona Attorney Magazine (September 2021)
- "[The NIL Era Has Arrived: What the Coming of July 1 Means for the NCAA](#)," Author, Harvard Journal of Sports and Entertainment Law (July 1, 2021)
- "[New CROWN Laws: Natural Hair and Protective Hairstyles in the Workplace](#)," Co-Author, Snell & Wilmer Legal Alert (January 8, 2020)

Professional Recognition & Awards

University of Oregon, College of Business – Forty Under 40

Community Involvement

- Phoenix Committee on Foreign Relations
 - Director & Chair, Governance Committee (2024-Present)
- University of Oregon, Black Alumni Network, Board Member

Previous Professional Experience

- Snell & Wilmer LLP, Summer Associate
- Greenberg Traurig, LLP, Extern
- Arizona Supreme Court, Extern
- Gammage & Burnham PLC, Extern

Bar Admissions

- Arizona

Court Admissions

- Supreme Court of Arizona

Client News

- Snell & Wilmer Represents Waste Consolidators Inc. in Sale to Ally Waste Services LLC
- Snell & Wilmer Represents Leading Influencer Media Firm Mom Media in Acquisition by Everyday Health Group
- Snell & Wilmer Represents Software Development Company Flywheel Software in Growth Equity Investment from The Jordan Company, L.P.