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A True Colorado Blend: Gould & Ratner Advises Laws Whiskey House in Partnership With CU Athletics



Chris McCall

Corporate

Intellectual Property

Cannabis & Regulated Industries

Gould & Ratner's Corporate team helped its client [Laws Whiskey House](#) negotiate a first-of-its-kind licensing partnership with the University of Colorado's Athletics program. Through this partnership, Laws has been named the Official Whiskey of CU Athletics.

Colorado-based Corporate Partner [Chris McCall](#) quarterbacked the deal for Laws, negotiating with the University of Colorado's Buffalo Sports Properties and Learfield, a subsidiary of Endeavor (EDR).

"It is an exciting time at Laws, it is an exciting time for brands to partner with collegiate athletics programs, and it is an exciting time in Colorado," McCall said. "There is tremendous opportunity in this evolving space; opportunity that is matched by the significant complexity of the legal issues required to negotiate and close these sorts of deals."

The nuanced agreement includes intellectual property rights, media considerations and hospitality components. And it paves the way for fans of both parties to enjoy "Ralphie's Reserve."

"Partnering with CU Athletics is a tremendous honor and opportunity, and we can't wait for fans and visitors to discover a taste of Colorado through our whiskeys," says Al Laws, Founder and CEO of Laws Whiskey House. "We're also thankful to have worked with Chris on this cutting-edge deal and grateful for his valuable, efficient, and thoughtful representation."