

4th Annual HBCU Tech Law Summit  
&  
19th Annual IP and Social Justice CLE Seminar

The Rise of eSports and the Metaverse



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GORDON BELLAMY



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## **Derrick Maultsby**

Derrick L. Maultsby Jr. is an Associate at Frost Brown Todd, LLC, where he focuses his practice on business advisement and capital transactions in the technology, data privacy, commercial business, and sports & entertainment industries.. Derrick has established a reputation as a subject matter expert in consumer privacy, esports, and social media influencers. He helps develop and run various diversity and inclusion programs, including initiatives that provide free legal work to small-owned black businesses. He founded the Pittsburgh Tech Legal Clinic, which provides free presentations and resources to startup companies throughout the region. A Duquesne University School of Law graduate, he was named a 2021 Trailblazer in the Law by the American Lawyer Magazine.

## **Delane Parnell**

Delane Parnell is the Founder and CEO of PlayVS, the venture-backed startup building the infrastructure for high school & college esports. Prior to starting PlayVS, Delane worked at IncWell Venture Capital where he became the youngest Black venture capitalist in The United States. Delane was then part of the early team at Rocket Fiber that raised \$31M and focused on retail strategy directly with the CEO. While at Rocket Fiber, Delane founded Rush Esports, an esports team that was acquired by Team Solomid. A lifelong entrepreneur, Delane started his first job at 13, working 40 plus hours a week during the school year. At 17, Delane used the money he saved to purchase three cell phone stores and joined the founding team of Executive Car Rental that now has 16 locations across Michigan. His mission with PlayVS is to offer students, teachers and administrators an outlet and continue streamlining the process for filling esports scholarships offered by over 250 universities that often go unclaimed. PlayVS has raised a total of \$107M in funding to date, providing varsity and recreational leagues to schools across the United States and Canada.

## **Mason P. Ashe**

MASON P. ASHE, a Partner in the global basketball agency Unlimited Sports Group, and CEO of Ashe Sports & Entertainment Consulting, Inc. -- has 31 years of experience as a sports and entertainment attorney, talent manager, industry advisor, and sports agent. He has served as the lead contract negotiator, legal advisor, and brand strategist for professional athletes (associated with the NBA, WNBA, NFL, FIBA, and eSports), pro and college coaches, social media content creators and influencers, financial advisors, entertainers, on-air personalities, celebrity chefs, authors, film producers, investors in delivery mechanisms designed to commercialize talent, producers of TV and web-based reality shows, and a few pioneers of online social networking and other New Media platforms changing the way digital content is created, published, distributed, and consumed.

For 15 years in academia, Professor Ashe has designed curricula and lectured weekly on sports law and global sports business management for the benefit of wealth management executives and students at the high school, undergraduate, graduate, and law school levels. He currently serves on the adjunct faculty at The Wharton School of the University of Pennsylvania, Georgetown University, and Howard University School of Law.

Ashe previously practiced law at both national and regional law firms. Before forming ASEC in 2004, he was Co-Founder, COO, and General Counsel of Strickland & Ashe Management; and Vice President in the Team Sports Division at International Management Group ("IMG"). He earned a B.A. degree in Psychology from Hamilton College, and a Juris Doctorate degree from the State University of New York at Buffalo Law School.

He was awarded the Sports Lawyer of the Year Award from the National Bar Association (July 2015); and was listed on 101 Most Influential Minorities in Sports by SPORTS ILLUSTRATED (2003 and 2004). He volunteers as a board member of the Black Entertainment & Sports Lawyers Association ("BESLA"), the University at Buffalo Foundation Inc, Hamilton College Board of Trustees, and is Chairman of the Washington Jazz Arts Institute ("WJAI").

## **Gordon Bellamy**

**Gordon Bellamy, Professor of the Practice of Cinematic Arts, University of Southern California**

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Gordon is Professor of the Practice of Cinematic Arts at the University of Southern California helping to cultivate the next generation of leaders in their craft. He has played key business and product leadership roles at Tencent, Electronic Arts - as a lead designer on Madden NFL Football, MTV, and consulted for numerous companies in the industry. Gordon served as Executive Director of both the the Academy of Interactive Arts and Sciences and the International Game Developers Association. He is a graduate of Harvard College, and resides with his husband Joe Heally, and 3 dogs, Cyber, Cooper, and Colby in North Hills, California.

## **Anita Lam**

Anita is currently a Principal Corporate Counsel at Microsoft Corp. supporting the platform, product, regulatory, and safety issues at Xbox. She provides frontline support for her engineering clients, which includes product-specific questions, deal work, and advising on issues such as licensing, IP, marketing, data privacy and security, compliance, and product life-cycle. Anita is also very active in the Microsoft D&I space, having just finished her 2-year stint as an API in CELA lead.

Prior to joining Microsoft, she was a patent/copyright/trademark litigator and counseled clients on all forms of IP issues at the DC and NY offices of Mayer Brown LLP. There she presented patent matters before district courts, the ITC, and the PTAB. She also worked on trademark matters before the TTAB and copyright matters before the CRB.

Anita attended law school at the George Washington University Law School in Washington, DC. Before law school, she earned a B.A and B.S. from Vanderbilt in theater and biology and a PhD in biochemistry from University of Washington. Anita is active in NAPABA and LCLD.