



NEWS RELEASES

Barnes & Thornburg Represents Milk & Honey In Acquisition Of VMG Sports

April 23, 2024

Barnes & Thornburg represented entertainment management company [Milk & Honey Music + Sports + Ventures](#) in its acquisition of [VMG Sports](#).

The acquisition more than doubles Milk & Honey's National Football League (NFL) client roster, which includes Travis Kelce of the Kansas City Chiefs and Paris Johnson Jr. of the Arizona Cardinals, bringing its total representation across football and baseball to 83. In addition, the acquisition will broaden the company's 2024 NFL class and name, image and likeness (NIL) business, as well as continue to expand Milk & Honey's geographic reach to the East Coast and across the Midwest.

Milk & Honey is an entertainment management company based in Los Angeles, New York, Nashville, Dallas, and London. Based in Pittsburgh, VMG Sports is an athlete representation firm that focuses on the representation and management of NFL athletes.

The Barnes & Thornburg team was led by [Brian L. Schall](#), [Ryan J. Barncastle](#) and [Rebecca E. Rosen](#).

With more than 800 attorneys and other legal professionals, Barnes & Thornburg is one of the largest law firms in the country. The firm serves clients worldwide from offices in Atlanta, Boston, California, Chicago, Delaware, Indiana, Michigan, Minneapolis, Nashville, New Jersey, New York, Ohio, Philadelphia, Raleigh, Salt Lake City, South Florida, Texas, and Washington, D.C. For more information, visit us online at www.btlaw.com.

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