

Michael R. Peacock

SHAREHOLDER

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Michael Peacock offers legal and strategic counsel to domestic and international clients across the gaming, entertainment, professional sports and hospitality sectors. His experience encompasses commercial transactions, corporate structuring, gaming licensing and regulation, credit transactions, financing and real estate sales and acquisitions.

With over 15 years of experience, Michael has represented a diverse clientele in gaming regulatory matters, licensing, corporate formation, mergers and acquisitions (M&A), real estate transactions, and land use and redevelopment. He manages all facets of commercial real estate transactions, including acquisition, leasing, development and financing and advises institutional lenders in multifamily and commercial property financing.

Michael has also been practicing zoning, planning, land use and redevelopment law in New Jersey and Pennsylvania for 15 years and has appeared before 100+ planning and zoning boards in the States of New Jersey and Pennsylvania advocating for land use approvals on behalf of clients. He has also appeared before New Jersey regulatory agencies, the New Jersey Office of Administrative Law, the Superior Court of New Jersey and federal courts regarding land use appeals, redevelopment plans and state regulatory actions. Michael has substantial experience drafting redevelopment plans, redevelopment agreements, zoning ordinances, planning/zoning resolutions, purchase and sale agreements and commercial/residential leases.

Beyond his legal practice, Michael is a frequent speaker, panelist or moderator on sports wagering, internet gaming and gambling-related topics at various events and conferences nationwide.

Education

- Rutgers University School of Law (J.D., *Dean's List*)
- University of Pennsylvania (B.A., *magna cum laude*)
 - International Relations

Capabilities

- Corporate & Transactional
- Mergers, Acquisitions & Divestitures
- Real Estate
- Zoning & Land Use

Bar Admissions

- New Jersey
- Pennsylvania

Court Admissions

- U.S. Court of Appeals, Third Circuit
- All U.S. District Courts in New Jersey
- State of New Jersey
- State of Pennsylvania

Memberships

- New Jersey State Bar Association, Casino Law Section, Member, 2018-Present; Chair, 2022-2023
- Pennsylvania Bar Association, 2010-Present
- American Bar Association, 2010-Present
- Atlantic County Bar Association, 2010-Present
- Boys and Girls Club of Atlantic City, Pro Bono Counsel, 2020-Present

Recognition

- Named one of *Best Lawyers: Ones to Watch® in America* in Corporate Law, 2025
- Recognized by *Global Gaming Business Magazine*, Emerging Leaders Gaming 40 Under 20, 2022

Matters

Professional Teams and Conferences

- Drafted market-access agreements with sports betting operators on behalf of Major League Soccer (MLS) and Major League Baseball (MLB) teams in advance of the enactment of gaming legislation in multiple states.
- Advised a National Football League (NFL) team regarding sweepstakes and other promotional activities in the U.S.

Private Equity and Capital Groups

- Counseled Parthenon Capital, a leading growth-oriented private equity firm, with its acquisition and transition of Global Payments Gaming Solutions (now known as Pavilion Payments).
- Counseled a Pennsylvania-based investor group in its development of, and joint venture transaction relative to, a new Bally's-branded casino to be located proximate to Penn State University.
- Advised numerous confidential private equity, venture capital and real estate capital clients in matters relating to acquisitions of casino and gambling-related assets and internet-gambling strategies.

Entertainment and Media Companies

- Counseled an international sports data and video streaming supplier with multiple

master license agreements, various customer contracts, compliance initiatives, gaming regulatory matters and proposed licensing arrangement with a reseller of sporting event data into the U.S. gaming vertical.

- Counseled US DataCo Holdings and SportsContentCo with their national strategy and transactional work attendant to the reselling of sporting event data and streaming services into the U.S. gaming vertical.

Real Estate

- Represented a national drugstore chain and its affiliates in connection with their Chapter 11 bankruptcy to work with landlords at locations across the U.S. to amend the client's leases and reduce their overall debt.
- Assisted one of the largest privately owned casino owners/operators in obtaining licensure for new casino operations in New Jersey, Ohio, Indiana and Illinois
- Prepared and presented numerous zoning/development applications for Fortune 500 companies throughout the state of New Jersey.
- Prepared numerous commercial and residential real estate purchase and sale agreements, corporate organizational documents, operating agreements and commercial and residential real estate lease agreements for numerous small, mid-sized and large businesses.

Planning, Zoning and Land Use

- Appeared before 60+ planning and zoning boards in the State of New Jersey, obtaining land use approvals for Wells Fargo Bank in connection with its exterior lighting upgrade program implemented at branches statewide.
- Appeared before 30+ planning and zoning boards in the State of New Jersey, obtaining land use approvals for McDonald's in connection with its dual drive-thru and exterior building and parking lot upgrades program implemented at restaurants statewide.
- Prosecuted land use approvals for several major wireless telecommunications carriers before multiple planning and zoning boards throughout the States of New Jersey and Pennsylvania.
- Successfully advocated on behalf of Wawa in New Jersey Superior Court in connection with third party appeals of planning and zoning approvals obtained for several of its combined convenience store and gas station developments.
- Successfully advocated in New Jersey federal court on behalf of several sober living homes located throughout the State of New Jersey.
- Successfully advocated on behalf of Walmart in New Jersey Superior Court in connection with third party appeals of planning and zoning approvals obtained for several of its grocery expansions at Walmart's existing stores throughout the State of New Jersey.

Publications

May 23, 2024

Is The State Lottery The New Online Casino?

Author, Law360