

## William (Trey) McDonald III

### Partner

[trey.mcdonald@foley.com](mailto:trey.mcdonald@foley.com)

Houston

713.276.5059

Austin



***“Trey McDonald embodies everything one should expect from top-notch legal counsel. His guidance in the midst of contentious litigation and tedious negotiations was not only trusted, but truly counted on, while his poise, command of the documents and facts in the case earned the respect of all parties involved.” — C. Denise Beaudoin, General Counsel, The Dr. Oz Show***

William (Trey) McDonald is an experienced litigator and deal maker who focuses his practice on the sports, media, technology, and entertainment industries. He represents corporations, family offices, and high-profile, high-net-worth clients across these sectors. His experience includes media rights, First Amendment media law, Lanham Act claims, false advertising, sports endorsement deals, publishing law, college sports law, and general corporate structuring.

As a seasoned negotiator, Trey successfully brokered some of the first name, image, and likeness (NIL) deals on behalf of high-profile athletes, including Bronny and Bryce James, C.J. Stroud, and several McDonald's All-Americans. He has also worked with college athletic departments, sports agents, and third-party NIL collectives.

Notably, Trey co-represented Orlando Magic point guard Anthony Black (No. 6 overall pick in the 2023 NBA Draft) in a high-profile lawsuit against the Texas University Interscholastic League, securing an injunction (upheld on appeal) that required state officials to recognize the star basketball player's eligibility and allow him to participate in varsity athletics during his senior year of high school.

Trey's keen understanding of industry dynamics, coupled with a strategic approach to negotiations, has consistently delivered favorable outcomes for his clients, including Savannah James, global supermodel Jasmine Tookes, Micah Parsons, NFL super-agent David Mulugheta, Dr. Mehmet Oz, and Sony Pictures Television, Inc.

Prior to joining Foley, Trey practiced at a national law firm in its Houston office. Alongside Foley partner James McFall, he helped lead the launch of sports tech company Lockerverse, one of six companies selected to participate in the prestigious Disney Accelerator.

## Representative Experience

- Advising a global sports family office on general corporate, dispute resolution, and venture capital matters.
- Advising several high-profile sports clients on their publishing deals, company/fund formation, and sponsorship deals.
- Advising global supermodel Jasmine Tookes and JOJA, a women's activewear brand, on venture capital financing and commercial matters.
- Defended a unicorn start-up company against a leading retailer in a trademark dilution lawsuit filed in Texas federal court.\*
- Represented a media personality and skin care company in claims for false endorsement, trademark dilution, and false advertising.\*
- Defended a billionaire media personality and media production company in an unfair competition and false advertising lawsuit filed in New York federal court.\*
- Defended a media personality and three major media companies in a class action consumer protection lawsuit filed in California federal court.\*

*\*Matters handled prior joining Foley.*

## Awards & Recognition

- *The Best Lawyers in America* – Media Law (2023-2024)
- Morehouse College Houston Alumni Chapter, "Man of the Year" (2024)
- *The National Black Lawyers*, "Top 40 Under 40" List (2019)
- Texas Bar Foundation Fellow (2018)

## Presentations and Publications

- Co-author (with James McFall), "Race and the First Amendment," *Communications Lawyer*
- Author, "US Supreme Court Grabs Attention of Tech Giants as Past Immunity Granted by Section 230 Is Called Into Question"
- Panelist, "Texas Market: Is Everything Bigger in Texas? Trends That Are Reshaping the Legal Industry," Georgetown University Law Center Club (October 2020)

## Community Engagement

- Harris County Attorney's Office – Christian D. Menefee's Organizational Advisory Committee, Member (2020-2021)
- Yellowstone Schools (Yellowstone Academy and Yellowstone College Prep), Board Member (2020-Present)
- OneGoal, Young Advisory Board Member (2015-Present)
- One Night, Co-Founder (2015-Present)
- UT School of Law Houston Young Alumni Steering Committee (2014-2020)
- UT School of Law Diversity Recruiting Committee, Chair (2012-2020)
- Coach, ABA's First Amendment and Media Law Diversity Moot Court Competition (2016)
- Houston City Councilman Dwight Boykins' Generation Next Council, Member, Economic Development Team (2015)

## Sectors

- [Innovative Technology](#)
- [Sports & Entertainment](#)

## Practice Areas

- [Commercial Litigation](#)
- [Litigation](#)
- [Securities Enforcement & Litigation](#)

## Education

- University of Texas School of Law (J.D., 2011)
  - President, Thurgood Marshall Legal Society
  - Semifinalist, Susman Godfrey Moot Competition
- Morehouse College (B.A., magna cum laude, 2008)
  - Stanford University (Exchange Fellowship 2007, Political Science)
  - Dean's Academic Award for Superior Academic Achievement

## Admissions

- Texas
- United States District Court for the Southern District of Texas