Morse Serves as Counsel to Sports Innovation Lab in Acquisition by Genius Sports

November 24, 2025

Morse represented Sports Innovation Lab, a leader in sports fan data, in its recent acquisition by Genius Sports. This strategic partnership accelerates the expansion of Genius Sports' media business, paving the way for the world's most accurate, real-time fan activation platform.

The acquisition combines Genius Sports' global network of official league data with Sports Innovation Lab's deep fan intelligence to create a holistic view of the modern fan journey. By uniting on-field performance with off-field behavior and transactions, they are positioned to unlock new value, drive innovation, and deliver even greater impact for clients.

Morse attorneys Mary Beth Kerrigan, Ryan Whelpley, Monica Sax, Claire Driscoll, Rebecca Alperin, Joe Hunt, and Veronica Mantilla served as counsel to Sports Innovation Lab in this transaction.

Additional details on the investment can be found in Genius Sports' press release.

Morse focuses exclusively on the core legal services that businesses need to succeed, helping businesses of all sizes — from startups to Fortune 1000 companies — in the service areas of corporate, intellectual property, licensing, employment, taxation, and litigation.

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