

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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