

## Riché T. McKnight, Esq.



Riché T. McKnight is General Counsel at Ultimate Fighting Championship (“UFC”) and Senior Vice President, Deputy General Counsel and Co-Global Head of Litigation at Endeavor (formerly WME | IMG), a preeminent sports, entertainment, media and fashion agency with offices in over 35 countries.

As General Counsel, Riché heads the overall legal function at UFC including litigation, transactional and advisory aspects. Riché engages routinely with department heads to help ensure strategically efficient operations within each of UFC’s business lines including events, media and production, sponsorship, fighter relations and consumer products. Riché has also

partnered with other members of the executive team to help execute some of UFC’s most critical initiatives. For example, Riche has played a pivotal role in helping develop and maintain the health and safety protocols — including testing and other procedures — which have allowed UFC to continue seamless and successful operations during the global COVID-19 pandemic.

As Co-Global Head of Litigation, Riché oversees the group in charge of resolving all major disputes between Endeavor and third parties on a world-wide basis. He has handled contentious matters concerning a substantial number of Endeavor’s keystone properties including the UFC, the WME talent agency, IMG Academy, the Miami Open, the Professional Bull Riders, and the global suite of Fashion Week events. In addition, he has provided counsel across virtually all of Endeavor’s business lines including media, events, licensing and global marketing. Riché has also advised on matters involving a number of Endeavor’s high-profile clients including Serena Williams, Cam Newton, Naomi Osaka and Colin Kaepernick. In recognition of his contributions to Endeavor, Riché was named In-House Litigator of the Year at the 2018 Global Counsel Awards.

Prior to working at Endeavor, Riché was a partner in the prestigious sports litigation practice group at Winston & Strawn LLP. In this capacity, Riché served as an advisor to various professional sports unions including the NBPA, the NFLPA and the MLBPA on matters

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initially began the process.

Riché received his undergraduate degree from Duke University. He received his JD from the University of Virginia School of Law. After graduating law school, Riché served as a judicial clerk to the Honorable William B. Traxler, Jr. of the United States Court of Appeals for the Fourth Circuit.

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