

Press Coverage | January 24, 2023

Troutman Pepper Hosts Event Honoring Youth Sports Coaches

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[Michael D. Hobbs, Jr.](#)

Michael Hobbs, a partner in Troutman Pepper's Intellectual Property practice group, was quoted in *Law.com's* January 24, 2023 article, "[Troutman Pepper Hosts Event Honoring Youth Sports Coaches](#)."

"It was fantastic. ... I find it to be energizing and empowering," said Troutman Pepper intellectual property partner Michael Hobbs, who serves on APIVEO's board of directors.

Hobbs added that the Coach of the Year award "recognizes leadership in youth sports and is able to recognize a coach who may have had success on the playing field but also had success in how he or she developed young men and/or women for life."

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That meeting led to Hobbs doing both billed and pro bono work for APIVEO as he helped Jubin and his wife Kristy, the other co-founder, with "the incorporation and organization, nonprofit status with the IRS and then intellectual property protection for brands and content they have," he said.

"The message Brad was discussing that really had a strong resonance with me is the aspect of youth sports [providing] the opportunity for young boys and girls to grow," Hobbs added. "Sports is the vehicle and gets them in and it's about the long-term growth about character development and teaching lessons through sports. That's what Brad was focused on."