

BKOS | PLAY SHEET 003

The Rook: Protection, Structure, and the Firewall for Wealth

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OBJECTIVE

Establish the legal shield that protects your brand, controls your contracts, and directs your income. Without structure, opportunity leaks. Without protection, wealth gets exposed. The Rook moves forward, guarding every lane while advancing.

COMMISSIONER'S BREAKDOWN: WHY THIS PLAY MATTERS

In chess, the Rook defends the lanes — moving straight, with power and precision. In wealth, your LLC or C-Corp is the Rook.

Most athletes play the game in their personal name. Every deal, endorsement, contract, and risk ties directly to their Social Security Number. That's like stepping onto the court without a defensive scheme. The Rook changes that.

A properly structured entity:

- Separates personal from business liability
- Holds contracts, intellectual property, and licensing rights
- Directs income through protected lanes
- Enables tax flexibility and professional deductions
- Shield's personal assets from business-related lawsuits

This Play Sheet equips you to:

- Understand the entity as your firewall
- See how elite leaders use entities to scale

- Set up your Rook inside your wealth system
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FORMATION: THE ROOK = LLC / C-CORP

Chess Piece: Rook

Wealth Tool: LLC / C-Corporation

LAW Ecosystem Component: Holding Company / Operating Entity

"The Rook doesn't move backward. It only moves forward, covering every lane."

In your vault:

- The Trust (King) owns the LLC
 - The LLC holds contracts, IP, endorsements, and royalties
 - The LLC funnels income away from personal exposure
 - The LLC becomes the legal firewall between your name and the world's liabilities
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REAL-WORLD ROOK STRATEGY EXAMPLE: LEBRON JAMES & LRMR VENTURES

When LeBron James entered the NBA, he didn't just hire agents — he co-founded LRMR Ventures in 2006 with Maverick Carter, Rich Paul, and Randy Mims. LRMR is the company that owns the business of LeBron James.

Structure

LRMR is a private holding company, structured as an LLC, functioning as the command center for LeBron's brand and wealth. It directly owns or controls:

- SpringHill Company (merged SpringHill Entertainment + Uninterrupted)
- Equity stakes in Fenway Sports Group (Liverpool FC, Boston Red Sox)
- Early investments in Beats by Dre, Blaze Pizza, and others

Everything flows through LRMR. Not through LeBron personally.

Purpose and Functions

LRMR operates as LeBron's:

- Business manager
- Investment arm
- Intellectual property holder
- Deal negotiator

Functions include:

- Negotiating and signing endorsement contracts
- Owning LeBron's name, image, and likeness rights
- Structuring equity deals over cash payments
- Managing investments in media, sports, and entertainment
- Holding all contracts under the corporate entity

How LRMR Fuels LeBron's Wealth

When Nike, Pepsi, or Warner Bros want LeBron, they don't sign LeBron personally. They sign LRMR Ventures.

- The contract is with the entity.
- The money flows to LRMR's business account.
- The expenses, salaries, and management fees move inside LRMR.
- LeBron's personal name and Social Security Number stay off the deal.

LRMR allows LeBron to:

- Own his intellectual property
- Hold brand and business contracts under a protective structure

- Leverage corporate tax strategies
- Hire employees and professional advisors inside the entity
- Build scalable, transferable wealth beyond playing years

In 2021, Forbes named LeBron a billionaire while still active in the NBA.

LRMR Ventures was the system that scaled him from player to platform to empire.

"LeBron doesn't just cash checks. He writes them, signs them, and controls the terms — all through the Rook."

INSTALLATION INSTRUCTIONS

1. Form the Entity

- Establish an LLC or C-Corp
- Name the Trust as the sole member/shareholder
- Register in a protective jurisdiction: Wyoming, Delaware, or Nevada

2. Transfer Ownership

- Assign NIL contracts, endorsements, sponsorships, royalties into the entity
- Transfer intellectual property, trademarks, copyrights under the entity's name

3. Route the Revenue

- Open a business bank account for the entity
- Ensure all payments go to the entity, not your personal name

4. Layer the Operations

- Pay yourself via management fees, salaries, dividends
- Hire family or team members legally under the entity
- Deduct eligible business expenses: office, travel, professional services

THE CHESSBOARD: B.K.O.S. POSITIONS

Chess Piece	Wealth Equivalent	Purpose
King	Trust	Protected ownership
Queen	PLI (Policy)	Capital leverage
Rook	LLC / C-Corp	Legal structure & shield
Bishop	CPA / Advisors	Strategic insight
Knight	Brand	Quick moves & visibility
Pawn	Public Image	Sacrificial if unguarded

"The Rook moves forward — protecting every lane on its way."

EXECUTION KEYS

- Every contract routes through the entity
- Every dollar flows into the entity
- Every asset sits inside the entity
- Your personal name stays off the deals

No Rook = No firewall.

OUTCOME: PROTECTED WEALTH

With this structure installed:

- Personal assets shielded from business lawsuits
- Income is directed through a controlled system

- Contracts and IP held under legal protection
- Professional expenses deducted within the entity
- Wealth is scalable beyond a playing career

The entity protects your moves while you scale.

PROTECTION CLAUSE

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YOUR NEXT MOVE

This is Play Sheet 003: The Rook — the third formation in your vault.

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LAW FUND

We're not just building brands.
We're installing operating systems.
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