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Benjamin N. Cardozo School of Law

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Name, Image, and Likeness: Sports Law Panelists Discuss New NCAA Policies



The **FAME Center** and Cardozo Sports Law Society held a virtual panel on October 12 to discuss the recent NCAA Name, Image and Likeness (NIL) movement and its impact on collegiate athletes. Sports attorney Dan Lust from Geragos & Geragos moderated a conversation between Zac Hiller, NFL agent; Tim Nevius, former NCAA investigator and lawyer; Brian Socolow, Co-Chair of the sports practice at Loeb & Loeb; Tamara Britt, General Counsel of Manhattan College; and Jonathan Israel, Co-Chair of the sports industry team at Foley & Lardner LLP. Panelists discussed the roles that agents and attorneys play in representing students and navigating the changing regulations in states across the country.

Each panelist highlighted the opportunity for lawyers in the space in light of the rapidly shifting landscape. On June 30 of this year, the governing boards for all three National Collegiate Athletic Association (NCAA) divisions approved a uniform interim policy that allows all athletes at member colleges and universities to sell their NIL rights. “It’s an entirely new ecosystem,” said Socolow. “For those looking at sports law, there’s going to be lots of opportunity as college sports continues to evolve,” echoed Nevius. Panelists shared the long-term view that states and the NCAA will move toward more deregulation, promoting more business opportunities for attorneys, agents and players alike.