

*The Drake Group Education Fund Webinar Series –
Critical Issues in Collegiate Athletics
Hosted by 2aDays.com*

***Name, Image and Likeness (NIL) 1.5 Years Out - What Have We
Learned and Potential Pathways Forward?***

Thursday, February 16, 2023 – 2:00-3:30 p.m. EST

Given that we are closing in on the first two years of college athletes being able to profit off their own names, images, and likenesses (NILs) after 100 plus years of restrictions by the NCAA on outside earnings related to the skill or notoriety of players, it is vital to assess how this dramatic change has affected the college sports industry. A stellar line up of expert panelists discussed the burgeoning NIL industry and its impact on intercollegiate athletics in America. Topics include the growth of “booster NIL collectives,” protection of college athletes from unethical agents, and whether universities are educating athletes on financial literacy and IRS obligations. Significant Title IX and other gender equity issues have been raised with regard to the relationship between institutions and collectives and institutions engaging in co-licensing and group licensing with their own athletes. With large sums of money now flowing directly from boosters to athletes, will this impact athletic department sponsorships and donor contributions? What are the costs and benefits created by the new industry of NIL-related businesses like Opendorse, Altius Sports Partners, and On3, among others. Panelists will also opine on the prospect of federal intervention, legal entanglements, and whether existing NCAA outside employment rules will ever be enforced given current fears of litigation.



JULIE SOMMER (Moderator), Attorney, The Drake Group President-Elect; expert on the status of state NIL bills, The Drake Group liaison to the Uniform Law Commission that developed a model NIL statute, and author of a comparative analysis of current federal NIL bills. Julie is a member of the Washington State Bar Association, King County Bar Association and Sports Lawyers Association; former NCAA All-American swimmer at the University of Texas at Austin, member of an NCAA National Championship team, USA Swimming National Team member and listed among the top ten in World Swim Rankings.



MATT BROWN, Publisher of Extra Points, a D1.ticker publication covering business, policy, and educational issues in college athletics. Brown has written extensively on the good, bad, and ridiculous of NILs and runs D1.classroom, a curriculum service that assists undergraduates studying business and policy issues in college athletics. Brown previously ran college blog team programming at Vox Media, and is the author of "What If: A Closer Look at College Football's Great Questions." He is a frequent commentator on national news programs about NIL and college athletics business issues and a graduate of The Ohio State University.



KASSANDRA RAMSEY, Esq., founder of The Law Office of Kassandra Ramsey, P.L.L.C., she assists entrepreneurs, athletes, entertainers, and social media influencers in navigating the ins and outs of creating and running a business and protecting their brands; Ramsey is the Sports Law Chair for the District of Columbia Bar's Arts, Media, Entertainment, and Sports Law Community; featured as a guest speaker on Sirius XM Mad Dog Sports Radio show, *Night Cap*; a writer and advocate for college athletes' rights. She has written extensively on college athletes' rights and has authored two e-books aimed at assisting current and prospective college athletes with getting the most out the emerging name, image, and likeness opportunities.



LEN SIMON, Of Counsel at Robbins Geller Rudman and Dowd and Adjunct Professor of Law at Duke University, the University of San Diego, University of California Irvine and the University of Southern California Law Schools, in the fields of complex civil litigation and sports law. In the sports field, he has represented players, agents, teams, and sports leagues, and has sued sports leagues and the NCAA. He was centrally involved in the passage of California's first-in-the-nation law permitted college athletes to monetize their name, image, and likeness. Mr. Simon has argued and tried cases in federal and state courts around the country, including the U.S. Supreme Court, more than half of the federal circuits, dozens of federal district courts, and state appellate and trial courts in multiple states.



ANDY WITTRY, NIL and sports business reporter, On3. Wittry is an Indiana University School of Journalism alum; currently one of Sportico's top sports business writers with over 3,200 Twitter followers; after covering off-the-field stories in college athletics for his independent newsletter "Out of Bounds with Andy Wittry," which he grew to nearly 1,000 subscribers before the subscriber list was acquired by the "Extra Points" newsletter, Andy joined On3 in June 2022. He covers the high school and college NIL landscapes nationally, including state and federal legislation, high school athletic association rule changes, NIL deals and NIL collectives.