

Publication

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Lee Eulgen and Kara Smith Article on Name, Image and Likeness Rules Published on *LawInSport*

Intellectual Property attorneys Lee Eulgen and Kara Smith recently authored the article "Navigating Name, Image & Likeness: Tips for College Athletes, Brands & Universities," published on *LawInSport* on October 20. Lee is a partner in the practice group and a member of the firm's Executive Committee, and Kara is an associate. In the article, Lee and Kara discuss the background of NIL laws and their prohibitions and restrictions and how they impact athletes, universities and brands. It also describes recent landmark NIL deals and provides best practices for athletes, universities and brands.

Click [here](#) to read the article. (Subscription or registration may be required.)

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