

In The News

Akerman Partner LaKeisha Marsh Featured in *Law360* Article Discussing Adidas' New Image Deal Program

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Higher Education and Collegiate Athletics Practice Chair [LaKeisha Marsh](#) has been featured in a *Law360* article discussing Adidas' new image deal program. Adidas recently announced that it is launching a program to give college athletes at its sponsored universities the opportunity to become paid "affiliate brand ambassadors," in what attorneys say could open a new frontier in the NCAA's relaxed name, image and likeness policy. The name, image and likeness, or NIL, program will be open to more than 50,000 athletes across 23 sports and 109 NCAA Division I schools, Adidas said. It will roll out in four phases over the next 12 months beginning with Historically Black Colleges and Universities, or HBCUs, and Adidas schools in the so-called Power 5 conferences. Still, the devil might be in those details as the NCAA and states are watching the impact of this new Wild West of college athlete NIL deals, according to Marsh.

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