

In The News

Akerman's Marsh and Greer Discuss Sports Name, Image, and Likeness and the Transfer Portal

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LaKeisha Marsh, chair of Akerman's Higher Education and Collegiate Athletics Practice, and Jamel Greer, a Los Angeles associate in the practice, authored an article for a leading journal focused on NIL—Name, Image, and Likeness, the “right of publicity” that allows college athletes to profit from their participation in sports, even before they achieve professional status.

The Name, Image and Likeness Institutional Report October-November issue featured Marsh and Greer's article on “Group Licensing NIL Deals and the Transfer Portal,” focusing on specific issues when a deal is struck between a college team as a whole, and some of the athletes depart for another institution.

“In April of 2021, the NCAA's ‘one-time transfer exception’ took effect,” Marsh and Greer wrote, “allowing Division I student-athletes to transfer to a new institution and play immediately without the need to sit out one year...”

This raised multiple questions, the authors continue, such as “What happens to a team-wide...deal when the star player(s) for that team transfers mid-contract to another institution? Does the departure of the student-athletes with the biggest draw decrease the overall value of the deal/put the deal in jeopardy?”

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