

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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