

Seminars and Conferences

INTA Roundtable: Is It Really You? NIL, Deep Fakes, and Personal Branding

June 26, 2025

12:00 pm – 2:00 pm ET

Akerman LLP – Tampa Office
401 E. Jackson Street, Suite 1700
Tampa, FL

Akerman LLP – New York Office
1251 Avenue of the Americas, 37th Floor
New York, NY

Akerman will host an INTA roundtable to explore and discuss the emerging challenges posed by the intersection of NIL (name, image, likeness rights) and personal branding with the impact of deepfake technology, which can raise legal and ethical questions about authenticity and control. Attendees will gain insights into recent legislative efforts to address deepfakes, as well as strategies to protect and capitalize on the value of NIL and personal branding/identity.

Attendees in our New York and Tampa offices will be linked for both live and virtual interaction. Register below to attend in either location.

Lunch will be provided.

INTA Members: Complimentary

Related People

Alejandro J. Fernandez
Marc A. Lieberstein

Related Work

Franchise and
Licensing
Intellectual Property
Trademarks

Related Offices

New York
Tampa

Non-Members: \$50 (Roundtable registration is non-refundable)

Register

To register for Tampa, [click here](#).

To register for New York, [click here](#).