

Speaking Engagements

LaKeisha Marsh to Speak on Student-Athletes' Name, Image and Likeness (NIL) Rights

October 1, 2020

4:00 PM – 5:00 PM ET

Virtual Conference

LaKeisha Marsh, Chair of Akerman's Higher Education and Collegiate Athletics Practice, will be a featured panelist at the 42nd Entertainment and Sports 2020 Virtual Conference, presented by the American Bar Association's Forum on the Entertainment and Sports Industries. She will participate on the panel titled, "Disruption in College Sports: The Evolution and Issues Surrounding Student-Athletes' Name, Image and Likeness Rights."

Panelists will explain and debate the latest developments in student-athlete NIL rights. College sports insiders will share the latest insights on NIL evolution, with updates on pending lawsuits, state and federal legislation, new NCAA policies, and student-athlete organizing. In addition, the panel will share how schools are adapting in real-time and on-the-ground planning for the resulting impact on recruiting, sponsorships, social media, branding, and Title IX issues. Finally, they will explore how the COVID-19 pandemic could influence NIL in the midst of reopening and return-to-play protocols.

Register

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