The New York Law Journal published an Expert Opinion article authored by attorneys Andrew Lustigman and Scott Shaffer, entitled “Are College Athletes the Next Fashion Stars?”.

The article, featured in the Fashion Law Special Report, explores the legal issues arising from college athletes becoming brand representative in light of the recent Supreme Court and NCAA decisions which permit compensation for the use of their name, likeness or image. “The key takeaway is that while student athletes can now be compensated to promote a fashion brand, including their own, any such business arrangements must be carefully evaluated to be sure they comply with applicable state law and individual school policies.”

Tags: College Athletes, NCAA, NIL, Supreme Court, US Supreme Court