



## Sports & Entertainment

Our sports and entertainment attorneys serve athletes, colleges and universities, sports teams, entertainment and media companies, music industry professionals, artists, songwriters, production companies, record labels, and publishers.

Burr lawyers regularly represent athletes and artists in the sports and entertainment industry in contract negotiations, licensing agreements, publication and distribution transactions, film and television deals, and intellectual property disputes. Our work with the sports and entertainment industry also includes team ownership interests, stadium leases, vendor contracts, regulatory compliance, and employment matters.

Burr sports attorneys include National Football League Players Association (NFLPA) certified contract advisers, allowing them to negotiate contracts on behalf of NFL players, as well as former student athletes.

Additionally, our attorneys help collegiate athletes responsibly pursue compensation in the rapidly evolving world of name, image, and likeness (NIL) commercial opportunities. Our trial lawyers also have experience with disputes involving misappropriation of image and likeness.

As student athletes build their personal brands through influencer agreements, endorsement deals, advertising contracts, and autograph sales, it is important to recognize the limitations within the new state laws, the specific prohibitions, and the potential conflict with National Collegiate Athletic Association (NCAA) rules. Additionally, there are numerous compliance and reporting considerations. Before entering into any agreement, the student athlete should have it reviewed by an experienced sports and entertainment lawyer.

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### RELATED AREAS

Commercial & Corporate Finance

Commercial Contracts

Corporate Law

Intellectual Property

Unfair Competition & False Advertising

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Visit [BurrSportsLaw.com](https://www.burrforman.com) for detailed information on our Name, Image, and Likeness practice.

## Resources

Amateurism vs. Professionalism - Alabama Bypasses The National Collegiate Athletic Association and Enacts Law Allowing Collegiate Student Athletes to Receive Compensation For Their Names, Images, and Likenesses

## News

- Bill Lawrence Featured in *Birmingham Business Journal* Discussing Burr's Sports Law Practice Media Mention, *Birmingham Business Journal*, 01.30.2024
- NIL Law Changes Face of College Athletics Media Mention, *South Carolina Lawyers Weekly*, 09.21.2023
- Bill Lawrence Featured in Business Alabama Discussing NIL Opportunity for College Athletes Media Mention, *Business Alabama*, 08.21.2023
- Bill Lawrence Quoted in Law360 about Burr & Forman's Approach to NIL Counsel Media Mention, 05.23.2023
- Birmingham Legion FC and Burr & Forman Partner Together on NIL Education and Initiatives Firm News, 04.28.2023

## Publications

- Radical Changes Proposed to NIL and Other Compensation of College Athletes Article, 01.03.2024
- Conundrum on Coaxing Cavinder Twins Highlights Emerging NIL Uncertainty Article, 03.02.2023
- In Effort to Rein in NIL Collectives, the NCAA's Newest NIL Missive Upends U.S. Jurisprudence and Contradicts the NCAA's Prior NIL Missives Blog Post, 02.15.2023
- The NCAA's New NIL Guidance: How the NCAA Has Loosened Restrictions on Collectives Article, 11.17.2022
- The NCAA's New Guidance Regarding NIL Collectives — Will the Guidance Shut Down NIL Collectives or Affect Their Abilities to Pay College Athletes? Articles / Publications, 05.11.2022