



Bill Lawrence Featured in *Birmingham Business Journal* Discussing Burr's Sports Law Practice

Media Mention

Birmingham Business Journal

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Burr & Forman corporate attorney Bill Lawrence was quoted in the article, "Local Firms Grow Sports Law Practices as NCAA Rules Change," published on January 12, 2024, by the *Birmingham Business Journal*.

The article highlighted the Burr Sports Law team in discussing how local law firms have recognized the importance of handling collegiate name, image and likeness (NIL) issues for different entities affected by the relatively new and evolving rules.

"When it became clear the NCAA was going to change its long-standing amateurism rule and allow college athletes to accept NIL compensation, I wanted to lean on my past sport and entertainment experience and get in on the ground floor and hopefully become a leader in the space," Lawrence said. "It's a way to expand our client base. It gives us the opportunity to get in front of a lot of young athletes."

Lawrence also noted the firm's partnership with athletic branding company Steel City Sports and the Birmingham Legion Football Club franchise, which has provided opportunities to represent athletes who may eventually go pro.

"The exposure we had to those younger athletes provides us a potential client when they get into the business world, whether they form their own business or they're working for somebody else," he said.

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