



## Bill Lawrence Quoted in Law360 about Burr & Forman’s Approach to NIL Counsel

Media Mention  
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Amid the rising tide and need for legal counsel related to name, image and likeness (NIL) opportunities, Bill Lawrence discussed Burr & Forman’s approach to advising universities, athletes, collectives and other connected entities in a Law360 story published May 16, 2023.

Lawrence said Burr & Forman’s NIL team pulls in a wide range of disciplines. In addition to attorneys with sports-specific experience, the multidisciplinary team includes attorneys versed in a variety of practices from immigration to intellectual property to tax law to wealth planning and beyond. With this spectrum of experience, the firm has represented athletes, colleges and universities and the businesses looking to make deals with student athletes.

“There are opportunities in a newly unregulated environment,” Lawrence said. “It was a good business opportunity to step in and more aggressively market our abilities.”

“We’re constantly looking for new and novel ways to increase our NIL business,” he added in reference to the evolving issues and oversight related to NIL deals. “Even though it’s hashed out a lot of issues already, I would say we’re still in the infancy of the NIL area.”

[Click here to view the full article.](#)

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William M. Lawrence

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