

## Insights

# ATTORNEYS AUTHOR ARTICLE OVER COLLEGE ATHLETE ENDORSEMENT LAW IN LAW360

October 12, 2021

BCLP Attorneys Eric Schroeder, Jim Dudukovich and Brian Underwood co-authored an article published Oct. 12 in *Law360* with tips on the Georgia College Athlete Endorsement Law. As of October, more than half of the states in the U.S. had adopted some sort of legal measures enabling collegiate athletes to profit from the use of their names, images and likenesses, or NIL. Besides its general effect of allowing student athletes to earn compensation from their NIL, Georgia's new law contains a number of notable additions. For instance, Georgia's law permits, but does not require, postsecondary institutions to establish a pooling arrangement whereby student athletes must contribute up to 75% of their NIL compensation "for the benefit of individuals previously enrolled as student athletes in the same postsecondary educational institution," subject to various conditions, the article explains. Additionally, the statute requires student athletes to disclose any NIL contracts to their universities which, in the case of public universities, can potentially render the terms of the contracts subject to public disclosure.

## RELATED CAPABILITIES

- Intellectual Property & Technology Disputes

## MEET THE TEAM



**Eric P. Schroeder**

Atlanta

[eric.schroeder@bclplaw.com](mailto:eric.schroeder@bclplaw.com)

+1 404 572 6894



**Brian M. Underwood**

Atlanta

[brian.underwood@bclplaw.com](mailto:brian.underwood@bclplaw.com)

+1 404 572 6649

---

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be “Attorney Advertising” under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP’s principal office and Kathrine Dixon ([kathrine.dixon@bclplaw.com](mailto:kathrine.dixon@bclplaw.com)) as the responsible attorney.