

LAW6930: NAME, IMAGE & LIKENESS
UNIVERSITY OF FLORIDA LEVIN COLLEGE OF LAW
FALL 2025 – COMPRESSED COURSE

Professor Kristi Dosh

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Office Hours: Available for the first half-hour following each class M-W or by appointment

MEETING TIMES: Monday – Wednesday, 1:00 – 4:30 p.m., Thursday, 9:00 a.m. – 12:30 p.m.

LOCATION: HH 360

COURSE DESCRIPTION AND OBJECTIVES AND STUDENT OUTCOMES:

Intercollegiate athletics and the college athlete experience are undergoing seismic shifts as athletes gain control of their name, image and likeness and begin monetizing their personal brands for the first time. This class will serve as an introduction to name, image and likeness rules and laws, including how they have evolved, past and current legal challenges, contractual issues, and future considerations. This course will also cover the transition into revenue sharing and potential legal issues arising from this shift.

STUDENT LEARNING OUTCOMES

After completing this course, students should be able to:

- I. Describe the current rules, regulations and laws governing name, image and likeness and revenue sharing in college athletics;
- II. Demonstrate an understanding of the current legal challenges related to athlete compensation and employment status;
- III. Explain licensing practices and issues relative to name, image and likeness;
- IV. Provide basic advice to future clients on entering into legal agreements related to an athlete's name, image and likeness;
- V. Demonstrate an understanding of the current landscape for athlete compensation and expected future developments.

CLASS PREPARATION

ABA Standard 310 requires that students devote 120 minutes to out-of-class preparation for every “classroom hour” of in-class instruction. This course has 3.5 “classroom hours” of in-class instruction each day, requiring at least 7 hours of preparation outside of class for each day of class.

REQUIRED READING MATERIALS

Kristi Dosh, *The Athlete's NIL Playbook: The Complete Guide to Owning and Profiting from Your Name, Image, and Likeness* (2025)

Please be sure to register for the Canvas course and have any required materials with you in print or easily accessible electronic form in class. You are responsible for checking your Canvas page and the e-mail connected to the page on a regular basis for any class announcements or adjustments.

COURSE EXPECTATIONS AND GRADING EVALUATION

This class is graded, with 20% based on class participation and 80% based on a final project.

The Levin College of Law's mean and mandatory distributions are posted on the College's website and this class adheres to that posted grading policy. The following chart describes the specific letter grade/grade point equivalent in place:

Letter Grade	Point Equivalent
A (Excellent)	4.0
A-	3.67
B+	3.33
B	3.0
B-	2.67
C+	2.33
C (Satisfactory)	2.0
C-	1.67
D+	1.33
D (Poor)	1.0
D-	0.67
E (Failure)	0.0

The law school grading policy is available [here](#).

CLASS ATTENDANCE POLICY:

This is a compressed course. Attendance during all class hours is mandatory. Attendance will be taken at each class meeting. If there is some reason why you must miss class, please contact me in advance via telephone or email and ask for an excused absence.

The law school's policy on attendance can be found at <https://www.law.ufl.edu/uf-law-student-handbook-and-academic-policies>.

COMPLIANCE WITH UF HONOR CODE:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Law Honor Code located [here](#). The UF Law Honor Code also prohibits use of artificial intelligence, including, but not limited to, ChatGPT and Harvey, to assist in completing quizzes, exams, papers, or other assessments unless expressly authorized by the professor to do so.

USE OF ARTIFICIAL INTELLIGENCE

The use of generative AI tools (such as ChatGPT, DALL-E, etc.) to produce any part of any assignment for this course is not allowed unless you are instructed to use it. Although there are some uses for AI that are acceptable in your future professional endeavors, you should master subject matter and processes yourself before using AI so that you can spot when it has performed or reported something incorrectly (which still happens regularly, especially with a topic as new as NIL). If a student is found to have used AI-generated content for an assignment where it was not expressly allowed, that student may fail the assignment.

ACCOMMODATIONS

Students requesting accommodation for disabilities must first register with the Disability Resource Center (<http://www.dso.ufl.edu/drc/>). Once registered, students will receive an accommodation letter which must be presented to the Assistant Dean for Student Affairs when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. The law school policy on exam delays and accommodations can be found [here](#).

UF LEVIN COLLEGE OF LAW STANDARD SYLLABUS POLICIES

Other information about UF Levin College of Law policies, including compliance with the UF Honor Code, Grading, Accommodations, Class Recordings, and Course Evaluations can be found at this link: <https://www.law.ufl.edu/uf-law-student-handbook-and-academic-policies>.

RECORDING OF CLASS DISCUSSIONS

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

COURSE SCHEDULE OF TOPICS AND ASSIGNMENTS

This syllabus is offered as a guide to the direction of the course. Our pace will depend in part on the level of interest and the level of difficulty of each section and is subject to change.

Monday, August 11, 2025 (1:00-4:30 p.m.)

NIL Rules, Laws & Governance

Required Reading:

- Chapter 1, 2 & 11 of *The Athlete's NIL Playbook*
- [*Haelan Laboratories v Topps Chewing Gum* \(202 F.2d 866\)](#)
- [Initial proposed NCAA NIL policy](#)
- [High School NIL Rules](#) (read at least a few of these to note the differences)
- House v. NCAA
 - [House v. NCAA Settlement Agreement](#) (Fourth Amended Settlement Agreement, redlined)
 - [Breaking Down the House Settlement for Back Pay and Revenue Sharing](#)
 - [House-related rules changes](#)
 - [States Allowing Direct Payments](#)
- International Athletes
 - [Lawsuit by ex-LSU Guard Last-Tear Poa Raises Key Questions](#)

Guest Speakers:

- Ksenia Maiorova
- Ben Chase

Tuesday, August 12, 2025 (1:00-4:30 p.m.)

Contracts

Required Reading:

- Chapter 9 of *The Athlete's NIL Playbook*
- Collectives
 - Chapter 6 of *The Athlete's NIL Playbook*
 - [Caspino NIL Collective Agreement](#)
 - [Collective NIL Contract - FB](#)
 - [Collective NIL Contract - MBB](#)
- Revenue Sharing
 - [We reviewed college athlete contracts -- here's how performance adjustments, buyouts and bowl incentives work](#)
 - [University Revenue Sharing Contract Template – WBB](#)
- Brand Deals
 - [Flooring Marketing Services Agreement](#)
 - [TPNIL Agreement](#)
 - [ALFA Clothiers Agreement](#)
 - [Montventure – Creative Brief](#)

- [Contract Example #1](#)
- [Contract Example #2](#)

Guest Speakers:

- Ryan Mulvaney

Wednesday, August 13, 2025 (1:00-4:30 p.m.)

In-Class Small Group Contract Negotiation

Licensing

Required Reading:

- Chapter 7 of *The Athlete's NIL Playbook*
- [EA Sports NIL Agreement \(2024\)](#)
- [OneTeam Partners Group Licensing Agreement](#)
- [Fanatics v. Marvin Harrison Jr.](#) (settled in March 2025)

NIL Agents

Required Reading:

- Chapter 8 of *The Athlete's NIL Playbook*
- [A Comprehensive Legal Guide for Athlete Agents](#)
- [Florida Bill Sets 5% Cap on College Athlete Agent NIL Fees](#)

Guest Speakers:

- Michael Raymond

Thursday, August 14, 2025 (9:00 a.m. – 12:30 p.m.)

Current and Future Legal Challenges

Required Reading:

- [Current College Sports Litigation Tracker](#): Read the Description and Current Status on the tracker for each matter below. For the cases listed below, please read the case documents linked. You'll see additional motions, briefs, etc. on the tracker, but those are optional reading.
 - Labor/Employment Cases
 - *Johnson v. NCAA*
 - [Operative Complaint \(Third Amended Complaint, filed 11/4/2024\)](#)
 - [Third Circuit Opinion \(filed 7/11/2024\)](#)
 - University of Southern California, Pac-12 Conference and NCAA
 - [Complaint and Notice of Hearing \(filed 5/18/2023\)](#)
 - Trustees of Dartmouth College & Service Employees International Union, Local 560
 - [NLRB Motion for Summary Judgment \(filed 9/30/2024\)](#)

- [Regional Director Decision and Direction of Election \(filed 2/5/2024\)](#)
 - NIL Compensation Cases
 - *Fontenot v. NCAA*
 - [Operative Complaint \(Third Amended Complaint, filed 3/24/2025\)](#)
 - *Jenkins v. NCAA*
 - [Complaint \(filed 4/5/2025\)](#)
 - *Rashada v. Hathcock*
 - [Operative Complaint \(Second Amended Complaint, filed 4/22/2025\)](#)
 - [Jaden Rashada – Gator Collective Contract](#)
 - NIL-Related Title IX Cases
 - [Schroeder v. University of Oregon](#)
 - [Complaint \(filed 12/1/2023\)](#)
- Other Cases & Legal Issues
 - [Dexter v. Big League Advance](#)
 - [Green v. Hamilton](#)
 - [Arkansas NIL collective calls on prominent lawyer to enforce Madden Iamaleava buyout clause amid transfer](#)
 - [Iamaleava v. Razorbacks: Are NIL Buyouts the Future of College Sports?](#)