BURR & FORMAN



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

Sports & Entertainment

Visit **BurrSportsLaw.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, Businss 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

- Is Trump's New Executive Order Entitled "Urgent National Action to Save College Sports" Consequential or Symbolic?
  Article, 04.14.2026
- How the Birthright Citizenship Issue Could Have Fundamentally Affected College Athletes' NIL Rights
  Article, 07.10.2025
- Bill Lawrence Featured in AL.com Article on Alabama and Auburn's NIL Collectives
  Media Mention, *AL.com*, 08.27.2024
- 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