



is it really you? nil, deep fakes, and personal branding

INTA Roundtable

June 24, 2025

Eleanor M. Lackman is co-hosting the roundtable, "Is it Really You? NIL, Deep Fakes, and Personal Branding," sponsored by the International Trademark Association (INTA) on June 24, 2025.

The roundtable, co-hosted by Tim Hance of NBCUniversal, will explore how college athletes are leveraging their Name, Image, and Likeness (NIL) to build personal brands and monetize opportunities across industries. It will discuss the evolving legal landscape, including NCAA policies, state and federal legislation, and recent case law. The session will also address the growing threat of deepfakes, how they can damage personal branding, and what legal and technical safeguards can be used in response.

Click here to learn more and register.

attorneys

Eleanor M. Lackman

practice areas

intellectual property
trademarks & brands