

Brand Equity: How will NIL Opportunities and Money From Brands Get Disseminated to College Student-Athletes?

Speaking Engagement

Ohio State Sports and Society Initiative, Webcast

May 19, 2020

Luke Fedlam participated in the panel discussion "Brand Equity: How will NIL Opportunities and Money From Brands Get Disseminated to College Student-Athletes?," in this three-part series with Ohio State Sports and Society Initiative on Name Image & Likeness.

You can view the full presentation on the Ohio State Sports and Society Initiative's YouTube page.

PROFESSIONALS

Luke A. Fedlam
Partner

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