

# Luke Fedlam Discusses the Benefits of NIL Deals for High-School Student Athletes with *The New York Sun*

Media Mention

*The New York Sun*

December 2, 2025

In the *New York Sun* article, "High School Athletes Getting a Crash Course in Business as States Allow Earnings From Name, Image, and Likeness," Luke breaks down the financial and educational benefits available to high school student athletes now that they can profit from their name, image, and likeness (NIL).

He states, "From a financial perspective you have the opportunity to start teaching a young person about how to think about money, budgeting, taxes and all that comes with the financial side that comes with name, image and likeness in a way that can be a bit more controlled and, in a way, a high school athlete can develop the right habits about money."

You can read the full article on the *New York Sun* website.

## PROFESSIONALS

Luke A. Fedlam  
Partner

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