

Luke Fedlam Quoted by *ESPN.com*

Media Mention

ESPN.com

November 18, 2020

Luke Fedlam was quoted by *ESPN.com* in the article, "How some college basketball programs are meeting future of player rights head-on." The article focuses on the upcoming changes to NCAA rules regarding name, image and likeness and helping athletes understand the value of their brands.

In the article Luke states, "We know that social media is the absolute game-changer in this. During the first few years, we're going to see how things are going to settle down. But if you're the athlete and you have a following and you can be compensated, maybe it doesn't matter as much which school you go to."

You can read the full article on *ESPN.com*.

PROFESSIONALS

Luke A. Fedlam
Partner

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