

Press Coverage | August 7, 2025

NCAA's \$2.8 Billion Deal Isn't Fair to Women, Opponents Say

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[Michael S. Lowe](#)

Michael Lowe, a partner with Troutman Pepper Locke, was quoted in the August 7, 2025 *Bloomberg Law* article, [“NCAA's \\$2.8 Billion Deal Isn't Fair to Women, Opponents Say.”](#)

Similarly, Michael Lowe from Troutman Pepper Locke LLP said there is “certainly a valid argument to be made that Title IX should apply to this,” but the objectors still have the “weaker of the arguments.”

There is a plausible argument that student-athletes who are in money-generating sports with TV and stadium deals should have more valuable NIL than ones who aren't, he said.

“The whole point of this was to compensate athletes for their name, image, and likeness, which is their intellectual property,” Lowe said. “The appellants are going to have a hard time.”

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