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Understand Group Licensing, Commercialization in NIL

WRITTEN BY

Callan G. Stein | Howard J. Shire | Michael S. Lowe | Christopher M. Brolley | Danielle A. Clifford

In the more than two years since the NCAA adopted its groundbreaking interim policy allowing college student-athletes to profit from their name, image, and likeness without losing their eligibility, college student-athletes have seen NIL opportunities rapidly grow and evolve.

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