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‘Urgent National Action to Save College Sports’: Trump’s NIL Playbook

SPEAKERS

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In this episode of *Highway to NIL*, Troutman Pepper Locke attorneys Cal Stein and Mike Lowe break down President Donald Trump’s executive order, “Urgent National Action to Save College Sports.” Cal and Mike unpack the order’s call for a national NIL framework, proposed five-year eligibility caps and transfer limits, protections for women’s and Olympic sports, tighter rules on tampering and “fraudulent” NIL deals, and the directive to challenge state laws that conflict with interstate college sports governance.

Key Topics Include:

- Purpose of Trump’s executive order (2:36);
- Trump’s encouragement of Congress to act for a national solution (7:14);
- Improper financial activities: tortious interference, fraudulent NIL schemes, and fair market value (9:40);
- Further direction by Trump for regulation of student-athlete eligibility and transfers (17:45);
- Attorney general action regarding state NIL laws (29:07).

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