

Articles + Publications | February 14, 2024

Wildest Dreams: NIL Experts Make Predictions for 2024

WRITTEN BY

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

Looking back, 2023 proved to be yet another important year for the landscape of college sports and name, image, and likeness (NIL). As we look ahead to 2024, it's imperative for higher education stakeholders to consider how the landscape will evolve further. Here, we delve into the future of NIL in 2024 and offer some predictions and insights that could define this year of college sports.

Read the full article via *College Athletics and the Law*.

RELATED INDUSTRIES + PRACTICES

- Business Litigation
- Educational Institutions