



(UBS)

VIDEO: NIL's new reality is greener than ever

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With name, image and likeness (NIL) earnings on the rise, college athletes are building wealth earlier than ever. What's the smartest way to manage it?

Former NFL player, Wale Ogunleye, Head of Sports and Entertainment for UBS has a conversation with Jim and Nolan Hart, UBS FAs for athletes and influencers, to discuss the latest around NIL.

Short for Name, Image and Likeness, NIL refers to the right of student-athletes to profit from their personal brand, including endorsements, sponsorships, social media content, appearances and more.

[Watch the conversation](#), and visit the [UBS Studios homepage](#) for more content like this.

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