



(UBS)

VIDEO: The ever-evolving NIL landscape

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Since Name, Image and Likeness (NIL) launched in 2021, there has been a flurry of activity. This year it's estimated to be \$2.5bn. With all this increased spending on NIL deals but little regulation, how should we be advising these young athletes?

Wale Ogunleye, Head of Sports & Entertainment at UBS, is joined by Jim Hart and Nolan Hart to discuss the legal rights of college athletes to profit from their fame, and what may be the next developments in the space.

Jim is a 35-year veteran on Wall Street and managing director at UBS. He also runs one of the most successful grassroots basketball programs in the country, competing on the Nike EYBL circuit.

Nolan is a financial advisor who played four years of college basketball at Syracuse.

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