



## Corporate Counsel: General Counsel, Student Athletes Await Regulatory Details on College Endorsement Deals

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O'Melveny partner and sports industry group co-chair Irwin Raji spoke with *Corporate Counsel* about the NCAA's October 29<sup>th</sup> announcement that it would allow collegiate student athletes to profit from endorsements. Determining the exact requirements of the new policy will be challenging for universities and student athletes. "This will certainly create new compliance issues for universities," Raji said. "But the implementation will be key. How do we define the compliance, and will it be simple or complex?" He added that it's not clear if the NCAA will allow players to hire a lawyer or sports agent to help negotiate deals. "Will endorsements be managed through the university with a revenue sharing concept?" he asked.

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