

David Sussman Partners with DKC Sports on NIL Reform

News

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As the intercollegiate athletics landscape continues to move toward Name, Image, and Likeness reform, brands, athletes, conferences, and institutions are mobilizing around this significant new opportunity. Special Counsel David Sussman is partnering with DKC Sports, a leading sports advisory group, to provide insight and support in this space through strategic counsel and curated partnership through DKC's new practice DKC Campus. When the highly anticipated, landmark legislation and reform is expected to be rolled-out in the coming months, amateur athletes can be compensated for the first time in history, reverberating throughout the entire college sports landscape. There will be myriad opportunities for those on the playing field, as well as for global brands and local small businesses nationwide, which require a complete understanding and strict compliance.

Mr. Sussman, special counsel in Jenner & Block's Sports and Gaming Practice and member of the firm's Content, Media, and Entertainment Practice, is one of the leading lawyers in sports and media over the last 25 years. He previously served as the chief legal officer for NBCUniversal's Content Distribution Group, general counsel and executive vice president at MTV Networks, and general counsel and chief operating officer of the New York Yankees.

Related Capabilities

Content, Media, and Entertainment

Sports and Gaming

Related Locations

New York

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