

**News**

## **BARTZ QUOTED BY 'FRONT OFFICE SPORTS' ON NIL RULE**

Feb 10, 2021

Washington Partner Philip Bartz was quoted Feb. 10 by *Front Office Sports* regarding a state law set to take effect in Florida on July 1, when that state would become the first to allow athletes to profit off their name, image and likeness (NIL). Although Congress eventually may pass federal legislation governing NIL, states currently can pass NIL bills of their own. Bartz, co-leader of BCLP's Antitrust, Franchise & Consumer Law Group as well as a member of the Sports & Entertainment Disputes Group, said Florida schools could have a major recruiting advantage over programs in other states. "If the local pizza parlor says, 'you get \$100,000 if you come eat a pizza at our restaurant, and we can then publicize that' ... obviously that would be a big incentive for a player," Bartz said. As an athlete, "assuming all things being equal, I'll go to the University of Florida instead of Stanford, or wherever else."

### **RELATED PRACTICE AREAS**

- Antitrust
- Franchising
- Sports & Entertainment

## MEET THE TEAM



### **Philip D. Bartz**

Washington

[philip.bartz@bclplaw.com](mailto:philip.bartz@bclplaw.com)

[+1 202 508 6022](tel:+12025086022)

---

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be “Attorney Advertising” under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP’s principal office and Kathrine Dixon ([kathrine.dixon@bclplaw.com](mailto:kathrine.dixon@bclplaw.com)) as the responsible attorney.