



Introduction To McNees **NAME, IMAGE and LIKENESS**

In June 2021, the National Collegiate Athletic Association (NCAA) adopted an interim policy that, for the first time, enabled college athletes to profit from the use of their name, image and likeness (NIL). The policy quickly changed the dynamics of NCAA athletics and is a highly evolving area of the law.

McNees' team is staying up to date on NIL and is prepared to support clients' legal needs. We have assembled a group of attorneys experienced in their respective fields to provide comprehensive advice. This allows our clients to leverage McNees' collective experience in intellectual property, higher education, corporate and tax and data protection. We take a solutions-oriented approach and provide our clients with dedicated attention to develop an NIL strategy that meets their goals.

Our experience combined with established connections within college athletics, higher education and business community allows us to help clients effectively navigate challenges and proactively identify opportunities as the NIL industry continues to expand and evolve.

What We Do

- Higher education NIL policy
- Endorsement and social media influencer agreements
- Intellectual property protection including licensing, copyrights, trademark registration, and patents
- Advertising, promotions and sponsorships
- Tax and estate planning
- NIL collectives
- Labor and employment, including the Fair Labor Standards Act (FLSA)
- Merchandise manufacturing and agreements
- Acquisition of sports properties
- Compliance with Federal Trade Commission (FTC) endorsement guidelines
- Communications, media rights, and broadcasting
- E-commerce and internet law
- Compliance with international privacy and data security regulations and data breach response
- International business transactions



MEET OUR TEAM



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CREATIVE SOLUTIONS

McNees is continually listening to our clients' needs and looking for innovative ways to bring them solutions which is why our firm is pleased to offer a suite of additional services to clients through our ancillary businesses.



Apollo Communications is a new kind of public relations agency offering boutique agency service with large agency expertise. We serve as your brand advocates, developing innovative strategies to build and enhance your organization's reputation. We can serve as your trusted advisor to help manage any crisis, issue or change facing your organization.



HR Influenced provides customized solutions to improve performance, grow your business and achieve measurable results – all aimed at helping you meet your strategic goals. Employing a customized, personable approach to your needs, we transform the perception of HR and are quickly able to connect with employees at all levels of your company.



McNees Government Relations is a full-service government affairs and consulting group. Our team of lobbyists, government relations specialists and professionals are experienced with supporting businesses and nonprofit organizations across PA with; state lobbying, government relations, grassroots advocacy, non-profit consulting, public relations strategy, PAC consulting and management, fundraising, and network development.



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Frederick, MD | Towson, MD | Columbus, OH | Washington, DC

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