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FLORIDA ATTORNEYS PEN ARTICLE ON FLORIDA'S REPEAL OF ITS NAME, IMAGE, AND LIKENESS LAW AND WHAT IT MEANS FOR FLORIDA UNIVERSITIES

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In a bylined article published in *Sports Litigation Alert*, **Brett Owens** and **Michael Bonner** discuss the repeal of Florida's name, image, and likeness (NIL) law. The law required that any NIL deals with student athletes be conducted by third parties, or collectives, that have no direct ties to or supervision by the universities.

Now that the law has been repealed, Brett and Michael explain that universities in Florida are allowed to steer endorsement deals and compensation opportunities directly to student athletes. The article continues by listing out five steps that Florida universities and colleges can consider taking now that the restrictions have been lifted.

To read the article visit [*Sports Litigation Alert*](#).

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