

AGENDA

NAME, IMAGE, AND LIKENESS FOR COLLEGE ATHLETES

DATE: Friday, November 15, 2024

TIME: 8:30 AM - 4:30 PM PT

LOCATION: University of San Francisco School of Law
2130 Fulton Street
San Francisco, CA 94117

8:30 AM - 9:00 AM	REGISTRATION
9:00 AM - 9:15 AM	OPENING REMARKS Johanna Kalb, Dean, University of San Francisco School of Law David Berdan, USPTO General Counsel
9:15 AM - 9:40 AM	FIRESIDE CHAT Derrick Brent, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office Dwayne Allen, Player Director, NFL Players Association, Super Bowl LIII Champion
9:45 AM - 10:45 AM	PANEL 1 - NIL BASICS Moderator: Jessica Fajfar, Director of Internet & Intellectual Property Law Clinic and Assistant Professor, University of San Francisco School of Law Larry Williams, Director of Athletics, University of San Francisco Casey Faucon, Associate Professor of Law; Director, Transactional Law Clinic, UConn School of Law Molly Harry, Assistant Professor in the Department of Sport Management, University of Florida
10:45 AM - 11:00 AM	BREAK
11:00 AM - 12:00 PM	PANEL 2 - Protecting NIL Rights and Negotiating NIL Agreements Moderator: Stephanie Cohen, J.D. Candidate, University of San Francisco School of Law Wayne Stacy, Executive Director of Berkeley Center for Law & Technology Mariah Cooks, Associate, Murphy Pearson Bradley & Feeney Matt Quinlan, Co-Founder of the Hilltop Club, Esquire, Law Offices of Matthew J. Quinlan Joe Soberon, J.D. Candidate and NCAA Student-Athlete, University of San Francisco
12:00 PM - 1:00 PM	LUNCH WITH KEYNOTE SPEAKER (Keynote 12:20-12:35) Senator Nancy Skinner, CA State Senator and Author of SB 206, the Fair Pay to Play Act, California State Senate
1:00 PM - 2:00 PM	USPTO - Trademark Basics for NIL Jason Lott, USPTO Managing Attorney, Trademarks Customer Outreach



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2:00 PM - 2:10 PM	BREAK
2:10 PM - 3:10 PM	<p>PANEL 3 - Conversation on NIL Complexities</p> <p>Moderator: Roy Eisenhardt, Adjunct Professor, University of San Francisco School of Law</p> <p>Daniel Rascher, Director of Academic Programs and Professor in the Sport Management Program, University of San Francisco</p> <p>Katrina Garry, J.D. Candidate and Deputy Title IX Coordinator, University of San Francisco</p>
3:10 PM - 4:30 PM	CLOSING REMARKS/RECEPTION