

Name, Image, Likeness for student-athletes agenda

Date: Thursday, October 10

Time: 8:30 a.m. – 3:10 p.m. PT

All times listed below are in PT

Location: Arizona State University

Sandra Day O'Connor College of Law

111 E Taylor Street

Phoenix, Arizona 85004

8:30 - 9:30 a.m.	Registration
9:30 - 9:40 a.m.	Opening Remarks Stacy Leeds, Willard H. Pedrick Dean, Regents and Foundation Professor of Law, ASU David Berdan, General Counsel, USPTO
9:40 - 10:15 a.m.	Fireside Chat Derrick Brent, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director, USPTO Kate Fitzgerald, Student-Athlete, ASU, and Entrepreneur
10:15 - 10:30 a.m.	Break
10:30 - 11:15 a.m.	NIL Basics Don Gibson, Professor of Practice, Sports Law and Business, ASU David Franklyn, Executive Director, McCarthy Institute, ASU Jon Kappes, Associate Professor of IP Law, ASU
11:15 - 11:20 a.m.	Break
11:20 a.m. - noon	NIL Testimonies Rachael Bacchus, General Manager, NIL, ASU (Altius Sports Partners) Jeff Kunowski, Associate Director, Innovation Programs, J. Orin Edson Entrepreneurship + Innovation Institute, ASU Freddie Crittendon, 2024 Team USA Olympian, 110m hurdles Sam Green, CEO and Founder, AthleteCon
Noon - 1:15 p.m.	Lunch Break
1:15 - 2 p.m.	Protecting NIL Rights and Negotiating NIL Agreements George Finn, NIL Attorney and Senior Counsel, Rose Law Group Luke Fedlam, Founder and Managing Partner, Advance NIL John Van Dyk, Vice President of Athlete Marketing, The Society, LLC
2 - 2:15 p.m.	Break
2:15 - 3 p.m.	Trademark Basics for NIL Jason Lott, Managing Attorney, Trademarks Customer Outreach, USPTO
3 - 3:10 p.m.	Closing Remarks



UNITED STATES
PATENT AND TRADEMARK OFFICE®