



## Law360 Features Burr & Forman’s NIL Team for its Counsel in NIL Collective Acquisition

Firm News

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William M. Lawrence spoke with *Law360* for an August 19, 2022 article about the firm’s representation of Auburn University alumni to acquire a name, image and likeness (NIL) collective designed to assist the school’s student-athletes in one of the first deals of its kind.

The new collective, called *On to Victory*, acquired the existing collective, *NIL-Auburn, LLC*, with a goal to shift from a for-profit model to a model that sends at least 90% of proceeds directly to Auburn student-athletes. More information on the acquisition and its focus on helping student-athletes is available [here](#).”

Lawrence discussed more details with *Law360* on the firm’s involvement, which included Lawrence as primary acquisition counsel along with tax partners C. Logan Hinkle and J. Allen Sullivan Jr. and associate Abby Blankenship.

*“I got intrigued from the start about NIL work because, as a lawyer, we rarely have opportunities to get involved at the literal birth of a legal issue, which NIL deals are,” Lawrence said. “I especially enjoyed the acquisition because I got to double down on a couple of firsts: representing a client in the infancy of a NIL publicity rights deal and handling one of the first, if not the very first, acquisition of a collective in the early days of NIL.”*

*“I think what *On to Victory* brings to the table is a dedicated group of Auburn alumni and management that isn’t running it to benefit their individual bank accounts,” he said.*

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