

## 10th Annual Berkeley Law Sports and Entertainment Conference

### **The Future of College Athletics: Beyond NIL and Towards Employment Status**

Webinar

04.11.2025 | 10:00 AM PST

The conference, which will be available on demand beginning Friday, April 11, 2025, is hosted by the Berkeley Journal of Entertainment and Sports Law and the Berkeley Center for Law & Technology. This marquee event brings together leading executives, management professionals, attorneys, athletes, talent, and students to discuss the leading topics in sports, entertainment, law, business, and culture.

#### **Panel Topics:**

- Celebrity Endorsements and Social Media Advertising: FTC Compliance and Influencer Liability
- AI-Generated Content: Protecting the Rights of Creators in a New Era of Automation
- The Future of College Athletics: Beyond NIL and Towards Employment Status

#### **Speaker:**

- Brian Anderson, Partner, Sheppard Mullin

[Click here to register.](#)

### **Attorneys**

Brian D. Anderson

### **Practice Areas**

Entertainment, Technology and Advertising

### **Industries**

Entertainment, Technology and Advertising

Sports