

Publications

3-Minute Guide to Name/Image/Likeness Laws

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As companies explore new sponsorship opportunities thanks to recent changes in name/image/likeness laws, we are fielding increasing questions regarding what's permitted, what's not, and how to navigate the new landscape. Click [here to download](#) a quick primer on recent trends in state name/image/likeness laws.

To discuss specific opportunities or ask questions, contact [John Landolfi](#), [Gretchen Rutz](#), or your Vorys attorney.