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Ben Shantz Authors Springfield Business Journal Column on NIL Rights for Missouri Student Athletes

Spencer Fane attorney Ben Shantz recently published an article in the *Springfield Business Journal* on how the rapidly shifting name, image, and likeness (NIL) landscape presents both opportunities and risks for Missouri athletes.

In his article, Opinion: Missouri Broadens Name, Image and Likeness Law – Here's What It Means, Ben outlines how the Missouri legislature reinforced its aggressive stance in 2023 by amending the state's statutes to significantly expand the ability of business and student athletes alike to capitalize on the opportunities originally afforded to student athletes by the NCAA. He describes how Missouri's new law brings exciting new opportunities for businesses and student athletes to take advantage of the expanded access to NIL deals.

Ben shares, "New developments in Missouri law regarding NIL deals present powerful opportunities to student-athletes and businesses alike. However, business owners must be certain that they protect themselves through good contract drafting and stay informed about changes in Missouri law, NCAA policy, and school policies while keeping their focus where it belongs: achieving success both on and off the field."

At Spencer Fane, Ben is a trial attorney and counselor who helps his clients focus on growing their businesses. Ben has a reputation for providing practical legal advice that enables clients to make real-time, critical business decisions. He uses his experience in the courtroom to help clients prevent litigation in the first place and best position them when disputes do arise by drafting a wide range of contracts to better protect their interests on the front end.

Read the full article here. Please note, a subscription may be required.