

David Greenspan Speaks at the CSE Sports Marketing Symposium

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Winston & Strawn partner David Greenspan spoke at the [CSE Sports Marketing Symposium](#) on October 14 in New York City.

Mr. Greenspan participated in the panel “College Sports: The Changing Relationship with Athletes and the Implications on Sports and Sports Marketing.” In this session, panelists took an in-depth look at the cases currently in the court system regarding the use of college athletes’ names and likenesses, athlete welfare and economic freedom, and the topic of compensating student athletes, and the implications these cases could have on the athletes, sports marketing and other elements of sports business.

Sports Business Daily reported on the panel in the article, [“SMS 2014: Panelists Say There’s No Question the College Sports Business Model Will Change.”](#) Mr. Greenspan said players should be compensated in some way. “Revenues are being generated. Games on TV are being watched largely because of the kids playing the games.”

David Greenspan is a litigation partner in the firm’s New York office and co-chair of the firm’s college sports sub-practice group.

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