

NIL Alert #3

More to Consider...

- **Required FTC Disclosure:** The Federal Trade Commission (FTC) requires that all social media posts advertising/promoting a product or service clearly state the relationship between the poster and the brand. (*See* 16 CFR Section 255)
 - If your NIL deal involves social media posting, be sure to include the following hash-tags:
 1. "ad" or "sponsored;" or
 2. "This is a paid advertisement"
 - Note: The FTC prohibits celebrity endorsers from talking about your experience with a product or service that you have not tried!
- **Logo Protection:** If you have a logo, be sure to consider registering it with the U.S. Patent and Trademark Office. If you have not yet registered your mark/logo, use the superscript "TM" to indicate you are claiming the trademark as yours. If you do not have a logo, stop what you are doing and go create one now!
- **Domain Name Protection:** Avoid cyber squatters (people who make websites with your name). Register your domain name (www.janedoe.com) today with services like GoDaddy, Bluehost, or Domain.com. Doing so usually costs a small fee ranging from \$1.00 to \$20.00. Failing to do this will likely result in someone "squatting" on your name and later attempting to sell it back to you once your popularity increases.

To see prior TSEG alerts, **swipe left**, or to learn more about NIL and/or to speak directly with one of our representatives at The Sports & Entertainment Group, LLC, please contact:

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