

NAME, IMAGE, AND LIKENESS FOR COLLEGE ATHLETES

SPEAKERS



Derrick Brent

Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office

Derrick Brent is the Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office (USPTO). He serves as the principal advisor to Kathi Vidal, Under Secretary of Commerce for

Intellectual Property and Director of the USPTO, for one of the largest intellectual property (IP) offices in the world, with more than 13,000 employees and an annual budget of more than \$4 billion.

Deputy Director Brent has served in all three branches of the federal government and the private sector. He clerked for the Hon. Algenon L. Marbley, Chief Judge of the U.S. District Court for the Southern District of Ohio, and served for six years as a Senior Trial Attorney at the U.S. Department of Justice, Civil Rights Division, where he received a Special Achievement Award for his trial work. He also served as a Chief Counsel in the U.S. Senate, where handled IP issues along with other areas such as constitutional law, civil rights, and judicial nominations.

Deputy Director Brent's experience in the private sector includes serving as Vice President/Associate General Counsel for Masimo, on the leadership team at Cut Golf, and as an engineer at General Motors.

Deputy Director Brent received a Bachelor of Science degree in mechanical engineering from The Ohio State University and a Juris Doctor degree from the Northwestern University School of Law (now the Northwestern University Pritzker School of Law).



David L. Berdan

USPTO General Counsel

As United States Patent and Trademark Office's (USPTO) General Counsel, David L. Berdan serves as the principal legal advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO. Mr. Berdan also supervises the Office of General

Counsel and its three component offices: the Office of the Solicitor, the Office of General Law, and the Office of Enrollment and Discipline.

Mr. Berdan is a graduate of the U.S. Military Academy at West Point, where he earned a Bachelor of Science in engineering and co-captained the Army football team as a defensive back. He is a combat veteran of Operation Desert Storm and is the recipient of numerous military awards, including a Bronze Star. Mr. Berdan has a Juris Doctor from Drake University Law School, where he was a founding member and President of the Drake Intellectual Property Law Society.

Over the past 26 years, Mr. Berdan has served in a variety of important legal positions, including as Patent Counsel at Corning, Inc., as Vice President and Intellectual Property Counsel at The Coleman Company, as Chief Counsel Intellectual Property at INVISTA, as Vice President Legal and Deputy General Counsel at International Game Technology, and, most recently, as General Counsel and Compliance Officer of Gaming Arts. Mr. Berdan also spent two years as an engineer and seven years in private law practice.



Dwayne Allen

Player Director, NFL Players Association, Super Bowl LIII Champion

Dwayne Allen is an American former football tight end who played in the National Football League (NFL) for seven seasons. He played college football for the Clemson Tigers, where he won the John Mackey Award as a junior, and was selected by the Indianapolis Colts in the third round of the 2012 NFL draft. Allen spent his

first five seasons with the Colts and was a member of the New England Patriots in his final two. During his Patriots tenure, he made consecutive Super Bowl appearances and won Super Bowl LIII.



Johanna Kalb

Dean, University of San Francisco School of Law

On July 1, 2024 Johanna Kalb assumed the role of Dean of the University of San Francisco School of Law. She previously served as Dean and Professor of Law at the University of Idaho College of Law. Under her leadership, the University of Idaho welcomed the three largest and most diverse classes in its history, launched three new clinics, and had three successive record-

breaking fundraising years. Dean Kalb received the 2024 Diversity Award from the law school's diversity committee. Prior to her deanship, Dean Kalb was the Associate Dean of Administration and Special Initiatives and Edward J. Womac Jr. Distinguished Professor of Law at Loyola University New Orleans School of Law. Her research and teaching interests include federal and state constitutional law, international human rights, and the law of democracy. She is a co-author, with Martha F. Davis, Risa Kaufman, and Rachel Lopez of the first law school textbook focused on domestic human rights, *Human Rights Advocacy in the United States* (West, 3d. ed. 2023). Her recent scholarship appears in *U.C. Irvine Law Review*, the *Yale Journal of International Law*, the *Yale Law and Policy Review*, and the *Stanford Journal of Civil Rights and Civil Liberties*, as well as the *Washington Law Review Online*, *Michigan Law Review Online*, the *NYU Law Review Online*, and the *Yale Law Journal Forum*. Dean Kalb is an academic fellow of the National Civil Justice Institute. She is a member of the Board of Trustees of the Law School Admission Council, and she is a member of the Deans Steering Committee of the American Association of Law Schools. From 2014 to 2016, Kalb served as Visiting Associate Professor of Law and Director of the Arthur Liman Public Interest Program at Yale Law School and from 2013 to 2021, she was a fellow in the Democracy Program at the Brennan Center for Justice at NYU School of Law.

Dean Kalb is a graduate of Yale Law School and the Johns Hopkins University School of Advanced International Studies where she completed her M.A. in International Relations with a focus on African Studies. After law school, she served as a clerk for the Honorable E. Grady Jolly of the United States Court of Appeals for the Fifth Circuit and the Honorable Ellen Segal Huvelle of the District Court of the District of Columbia. She is admitted to practice in the States of Mississippi and New York.



Jessica Fajfar

Director of Internet & Intellectual Property Law Clinic and Assistant Professor, University of San Francisco School of Law

Jessica Fajfar is the Director of the Internet & IP Justice Law Clinic and an Assistant Professor at the University of San Francisco School of Law. She leads the next generation of legal professionals, mentoring and supervising students in navigating complex intellectual property, privacy, and contract law matters. Under her leadership, students handle diverse cases ranging from IP clearance and registration to defending IP rights and settling disputes to negotiating deals and providing general guidance. The Clinic is part of the USPTO Trademark & Patent Law School Certification Program, where students are temporarily recognized to practice before the USPTO under faculty supervision. In addition, Jessica serves as Of Counsel at the boutique Silicon Valley firm RafterMarsh, where she provides expert counsel to leading technology and entertainment companies on licensing, privacy, and intellectual property issues.



Larry Williams

Director of Athletics, University of San Francisco

Williams was officially appointed the new Director of Athletics at the University of San Francisco on Aug. 31, 2022 and comes to the Hilltop with a diverse athletics background and a proven track record. He has had a long career in higher education as an athletic director at three Division I institutions: University of Portland, Marquette University and most recently, University of Akron. At Marquette, he was actively involved in the university's achievement in competing in the Big East intercollegiate athletic conference, particularly in basketball.

"It is a great honor to be selected as the University of San Francisco's Director of Athletics," said Williams. "I am extremely excited to help build upon the university's storied achievements and the opportunity to guide the holistic development of the Don student athletes in the Jesuit tradition of pursuing excellence in all things, which is especially important to me. Even more, the vibrance and diversity of the university community and the city of San Francisco provide an unmatched setting to achieve extraordinary success."

Born in Orange County, California, Williams graduated from the University of Notre Dame, where he was a two-time All-American football player. Drafted by the Cleveland Browns out of Notre Dame, he played for eight years with the NFL, including stints with the New Orleans Saints

and the New England Patriots. While he was competing in the NFL, he earned a law degree from the University of San Diego. After retiring from pro football in 1993, he practiced law for the Indianapolis-based law firm of Baker & Daniels, before returning to Notre Dame in 1999 to work on licensing and product marketing. He began his career as an athletic director when he joined our West Coast Conference colleagues at University of Portland in 2004.

Williams has also served on the NCAA Legislative Committee, the NCAA Championships and Sports Sponsorship Cabinet and the NCAA Men's Basketball Issues Committee. He previously chaired the West Coast Conference Athletic Directors Council.

Williams and his wife, Laura Lee, a former collegiate All-American and national champion tennis player at Notre Dame, have five adult children, all of whom graduated from Jesuit high schools. Their daughter Kristin was a rower at Santa Clara University, earned a law degree, and is now the senior associate commissioner/senior woman administrator for the Mid-American Conference; son Sean graduated from and played football at Yale, earned a master's degree at Marquette before serving in the U.S. Army; son Scott graduate from and played football at Yale, earned a master's at Johns Hopkins and is now a media producer in Los Angeles; son Eric graduated from and played football at Yale, earned a master's at Johns Hopkins and currently serves as a diplomat in Abu Dhabi; son Louis recently graduated from the University of Akron with degrees in finance and marketing.



Casey Faucon

**Associate Professor of Law; Director,
Transactional Law Clinic, UConn School of Law**

Casey Faucon joined the faculty at the UConn School of Law in Fall 2023 as an associate professor of law and founding director of the Transactional Law Clinic. In Spring and Fall 2025, she will be a Visiting Associate Clinical Professor in the Entrepreneurship & Community Development Clinic at Columbia Law School. Her

current research, stemming from her clinical work, examines amateurism in college sports and the commercial impacts of name, image, and likeness laws, framing normative implications in antitrust law theory. She also researches alternative legal practice models, including multidisciplinary practice models, non-lawyer investment in law firms, and international public listing of law firms. Previously, Professor Faucon was an associate professor at the University of Alabama School of Law, where she founded and directed the Entrepreneurship & Nonprofit Clinic since 2018. Prior to joining the faculty at Alabama Law, she was the 2015-2018 Whiting Clinical Fellow at the University of Denver Sturm College of Law, where she co-taught the Community Economic Development Clinic and was a participant in the Roger Salters Writing Institute, Denver's Interdisciplinary Research Incubator of the Study of (In)Equality. Professor Faucon was previously the 2013-2015 William H. Hastie Fellow at the University of Wisconsin Law School.



Molly Harry

Assistant Professor in the Department of Sport Management, University of Florida

Molly Harry is an Assistant Professor in the Department of Sport Management. Prior to coming to UF, she was an assistant professor in the Department of Recreation and Sport Management at the University of Arkansas. Through predominantly qualitative and mixed methods approaches, her research explores ways to integrate “big-time” athletics into the American academy with a

focus on two areas: (1) Understanding the relationship between the NCAA, institutions, and athletic departments, and (2) examining ways the NCAA, institutions, and athletic departments can improve athletes’ developmental opportunities and experiences. Harry’s current studies include athletes’ perceptions of their NIL experiences, identity development and career preparation through NIL, and athletes’ understandings of potential employee status. With her work, Harry earned the College Sport Research Institute’s (CSRI) Emerging Scholar award in 2024.



Stephanie Cohen

J.D. Candidate, University of San Francisco School of Law

Stephanie is a 2L at the University of San Francisco School of Law. Her background in competitive dance and sports sparked her passion to work closely with creative professionals and contribute to the development and protection of artistic works. She currently serves as the Co-Vice President of the Sports and Entertainment Law Association, Vice President of the Middle Eastern North African Law Student

Association, and Social Media Chair of Street Law. Additionally, she is a part of USF’s Internet and IP Law Clinic where she works closely with pro bono clients on trademark and patent prosecution matters under the USPTO.



Wayne Stacy

Executive Director of Berkeley Center for Law & Technology

Wayne Stacy has been a leading expert on patent law and IP litigation for over two decades. Prior to his appointment as Executive Director of BCLT in May 2021, Wayne was the Director for the USPTO's Silicon Valley Office. Before that, Wayne spent more than 20 years at several of the world's top law firms. Most

recently, he was a senior partner and Intellectual Property Chair for Baker Botts' San Francisco office. Prior to that, Wayne was an equity partner in the IP Litigation section of Cooley LLP. During his career, several leading publications—including Chambers, Intellectual Asset Management (IAM), and Super Lawyers—have listed Wayne as one of the country's top patent litigators. He was also recognized as an "IP Trailblazer" by the National Law Journal. Wayne has served as an adjunct professor at four law schools (including Berkeley) over the last 20 years—teaching patent law, patent litigation, copyright law, and PTAB practice. He has served as an advisor on Federal Court local-rule committees and as faculty for the National Institute for Trial Advocacy.



Mariah Cooks

Associate, Murphy Pearson Bradley & Feeney

Mariah co-chairs the Sports & Entertainment practice at Murphy, Pearson, Bradley & Feeney. She specializes in advising sports and entertainment clients through high-profile and high-risk crisis management. She is skilled in navigating aspects of criminal and civil litigation, investigations, and contract negotiations. A significant part of her work involves the advisement and consultation of student-athletes and institutions on

matters related to Name, Image, and Likeness (NIL) deals and compliance. Her expertise in these areas is invaluable in the increasingly complex landscape of NIL deals. Mariah is also a certified NFL Agent, enabling her to represent and negotiate contracts for NFL players and coaches.

Before joining Murphy Pearson, Mariah served as a Deputy District Attorney in Alameda County, where she gained extensive trial experience and made a significant impact on her community. She is driven by a strong passion for social justice, which she advocates for in various capacities. She extends her commitment to her community through her foundation, "Living on Purpose". Through this foundation, she mentors, speaks publicly, and consults athletes.

Mariah is an alumnus of Washington State University, where she earned her Political Science degree. During her time there, she distinguished herself academically and was a prominent member of the Women's Division 1 basketball team. She made history as the team's youngest elected captain. Her passion for basketball persists, driving her ongoing involvement as a player development coach for youth and her participation in professional and semi-professional leagues. Notably, she represented Cambodia in the 2023 South East Asian Games and was honored as the 2023 Player of the Year for the Women's Premier Basketball Association.



Matt Quinlan

Co-Founder of the Hilltop Club, Law Offices of Matthew J. Quinlan

Matt graduated from Cal Poly (San Luis Obispo) in 2000 with a B.S. in Business Administration and from The University of San Francisco, School of Law in 2004. Matt owns his law firm, The Law Offices of Matthew J. Quinlan, which is located in the Marina District of San Francisco and focuses on personal injury and fire claims

litigation. In early 2022, Matt co-founded The Hilltop Club, which is USF's official N.I.L. Collective where he serves as an unofficial, volunteer General Manager for the men's basketball team — raising and allocating N.I.L. funds as well as negotiating N.I.L. contracts with USF men's basketball recruits, players, agents and parents. Matt lives in Marin County with his wife and 3 children.



Joe Soberon

J.D. Candidate and NCAA Student-Athlete, University of San Francisco

Joe Soberon is a second-year student at the University of San Francisco School of Law where he combines his passion for sports with a focus on contract law, intellectual property, and labor law. He brings a unique perspective to the field as one of few NCAA Division 1

athletes in the organization's history to pursue a Juris Doctor while still competing collegiately. His direct involvement in collegiate athletics fuels his interest in Employment, Intellectual Property and Sports Law every day, particularly in areas such as Title IX, brand management, sponsorship agreements, and NIL rights.

During his first year of law school, Joe excelled both on the field and in the classroom, managing a rigorous schedule, earning All West Coast Conference Honors, and maintaining a strong

academic record. In the spring of 2025, he will take the mound for the final time and conclude his collegiate baseball career.

This past summer, Joe worked as a legal intern with Quattro Sports Group, a Bay Area based player agency run by USF Law Alum Chris Quattrocio, where he gained valuable insight into the legal and business aspects of athlete representation. During his internship, he assisted with client management, drafted endorsement agreements, and conducted legal research on regulatory issues impacting athletes.

Currently, Joe is writing an article titled "Intellectual Property, Name, Image, and Likeness in Collegiate Sports, and the Evolving Theory of Amateurism" with Professor Roy Eisenhardt supervising his work. In the article, Joe will analyze the history of NIL in collegiate sports, the proposed House v. NCAA settlement, and what the collegiate sports model may look like in the near future.

After graduation, Joe plans to merge his love for sports and law by pursuing a career somewhere in the sports law world, whether he is working with leagues, teams, agencies, or athletes directly. His dedication to both his sport and his legal education positions him as a well-rounded professional ready to tackle the growing challenges in sports law.



Nancy Skinner

CA State Senator and Author of SB 206, the Fair Pay to Play Act, California State Senate

California state Senator Nancy Skinner, D-Berkeley, is the author of SB 206, the Fair Pay to Play Act, which made California the first state to enact legislation allowing college athletes to receive compensation from the use of their name, image, and likeness (NIL). The passage of SB 206 launched a national movement, and today, college athletes in every state are earning money

from their talent and hard work.

A social justice and equal rights advocate, environmental trailblazer, and a champion of criminal justice reform, Sen. Skinner has served for 14 years in the California Legislature, including six years in the state Assembly and eight years in the Senate.

Her legislative achievements in the Senate include opening up police misconduct records in California for the first time in 40 years; overhauling California's unjust felony murder rule; and making California the first state to provide two free meals a day to all public school children.

In the Assembly, her accomplishments included requiring Amazon and other internet retailers to collect sales tax for the first time; launching California's world-leading effort to build large-scale battery storage for renewable energy; and establishing the nation's first "red flag" law to prevent gun violence.

A graduate of UC Berkeley, Skinner began her public service in 1984 as the first student elected to the Berkeley City Council, where she introduced the nation's first Styrofoam ban. A sports fan, especially of the Cal Bears, Skinner never left Berkeley after graduating from Cal.



Jason Lott

USPTO Managing Attorney, Trademarks Customer Outreach

Jason Lott is the Managing Attorney for Trademarks Customer Outreach at the United States Patent and Trademark Office (USPTO) where he specializes in helping small business owners understand trademarks and the federal trademark registration process. He conceptualizes and delivers educational content using live presentations, creative videos, and other multimedia platforms. He also presents to experienced practitioners on advanced trademark topics, providing them the tools and expertise to better serve their clients. Jason began his career at the USPTO in 2000 as a trademark examining attorney.



Roy Eisenhardt

Adjunct Professor, University of San Francisco School of Law

Roy Eisenhardt attended Dartmouth College, and joined the Marine Corps upon graduation. After military service, he attended Berkeley Law. After a year studying German tax law, he joined the firm of Farella Braun and Martel in San Francisco and practiced business law for 13 years. Eisenhardt was invited to be a visiting professor at Berkeley, and was teaching real property, UCC Article 9, and corporations when the opportunity to work as President of the Oakland Athletics emerged. He served in baseball for seven years, after which he became the Executive Director of the California Academy of Sciences. After retiring from that position, he served as the Interim President of San Francisco Art Institute. Eisenhardt is currently active in the Fromm Institute on the USF campus and enjoying his passion of guitar building.

In addition to working in baseball, he also coached freshman heavyweight crew at Cal and served on the Board of the Women's Tennis Association.



Daniel Rascher

Director of Academic Programs and Professor in the Sport Management Program, University of San Francisco

Daniel Rascher teaches and publishes research on sports business topics, and consults to the sports and entertainment industry. He specializes in economics and finance and more specifically in industrial organization, antitrust, competition analysis, M&As,

valuation, analytics, econometrics, economic impact, market readiness, feasibility research, marketing research, damages analysis, class certification, strategy, and labor issues in the sports industry. Dr. Rascher founded SportsEconomics to enable sports enterprises to capitalize on the sports industry's transition from hobby status to multi-billion dollar industry. As Founder and President of SportsEconomics, LLC, Partner at OSKR, LLC, and former Principal at LECG, LLC, his clients in more than 150 engagements have included organizations involved in the NBA, NFL, MLB, NHL, NCAA, NASCAR, MLS, PGA, WTA, FIFA, media, sporting goods & apparel, boxing, mixed martial arts, minor league baseball, NHRA, AHL, Formula 1, Indy Car racing, American Le Mans racing, Premier League Football, NASL, women's professional soccer, professional cycling & swimming, endurance sports, Indian Premier League, ticketing, facility development, IHRSA, youth sports, music, as well as the DOJ, FTC, IRS, EEOC, sports commissions, local and state government, convention and visitors bureaus, tourism businesses, entrepreneurs, and B2B enterprises.

Dr. Rascher earned his Ph.D. in Economics from the University of California at Berkeley. He is Director of Academic Programs and Professor in the Sport Management Program at the USF, where he also teaches courses in sports economics and finance, and applied research methods. He has also taught at Northwestern University, Stanford University, the IE Business School in Madrid, and the University of Massachusetts (Amherst). He has authored or co-authored over 70 publications including multiple editions of a textbook in the sport management and economics fields, has been interviewed hundreds of times by the media for his opinion on various aspects of the business of sports, and has given over 100 presentations at professional and academic conferences.

Dr. Rascher has been named as an expert witness in dozens of cases (including NIL-related cases O'Bannon and House), given dozens of depositions, and written dozens of expert reports. He has testified at four federal trials, two state trials, three arbitrations, and one appeals board, and given numerous public testimonies to the government.



Katrina Garry

**J.D. Candidate and Deputy Title IX Coordinator,
University of San Francisco**

Katrina "Trina" Garry is the Deputy Title IX Coordinator, at the University of San Francisco. Trina received her B.A. from Yale University, where she was a Division I athlete on the cross country and track and field teams. After Yale, Trina worked in the Dean's Office at the university while she received her M.s.Ed. from the University of Pennsylvania Graduate School of

Education. Her research has been published by the Journal of Issues in Intercollegiate Athletics and focuses on Title IX sexual violence prevention and response best practices within athletics at NCAA member institutions. Trina is also a part-time 3L J.D. Candidate at the University of San Francisco School of Law, and has interests in employment, education and sports law. To volunteer, Trina is on the board of the Yale Women's Athletics Network, aimed at cultivating programming and alumni engagement. Trina is a Ramey Gender Justice award recipient, and received the Judy Sweet Scholarship from Women Leaders in College Sports, for a leader with a staunch commitment to gender equity and Title IX.