

SETON HALL | LAW

Sports Law Symposium: Going Inside the Deal: The Art & Science of Negotiating, Structuring, and Managing Complex Contracts

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Kassandra Ramsey is a sports and entertainment attorney in the Washington, D.C. metro area. She is the Founder of The Law Office of Cassandra Ramsey, P.L.L.C. where she assists entrepreneurs, athletes, entertainers, and creatives with creating, running, and protecting their businesses. Kassandra has assisted clients with drafting and reviewing contracts and with federally registering their trademarks and copyrights. Additionally, Kassandra is a writer and advocate for college athletes' rights and has written extensively on the subject. Kassandra has authored two e-books aimed at assisting current and prospective college athletes with understanding name, image, and likeness (NIL) and obtaining NIL opportunities. Kassandra also wrote a speech in favor of college athletes' rights for a presenter who testified before the United States Senate.

Most recently, she authored a law review article addressing gender equity issues regarding NIL Collectives. The article is entitled "*NIL Collectives – Title IX's Latest Challenge*" and was published in the *Cardozo Arts & Entertainment Law Journal*. The article was cited in the judge's ruling in *State of Tennessee and Commonwealth of Virginia v. NCAA*, the case regarding the NCAA's NIL-recruitment ban. Kassandra writes for the Business of College Sports website where she covers sports law topics in collegiate athletics. Kassandra is passionate about educating current and prospective college athletes and their families on NIL. She is the host of a local television show, "*Court-2-Court with The Esquire Coach*" where she dives deep into NIL and the latest in college sports news. She also runs a website, *NIL with The Esquire Coach*, that serves as a resource for all things NIL. Kassandra has been a guest speaker on Sirius XM's radio show "*The Night Cap*" and on *Higher Education Today* where she discussed NIL and the future of college sports.

Additionally, Kassandra is the President Elect of the Drake Group. She also serves as the Sports Law Chair for the Washington, D.C. Bar's Arts, Entertainment, Media, and Sports Law Community where she has organized and moderated panels on various sports law topics. Kassandra was recently named the community's Lawyer of the Year. Kassandra received her Bachelor of Arts in Political Science from Virginia State University and her Juris Doctor from Howard University School of Law. Kassandra is admitted to practice in the District of Columbia, Maryland, and New York.