

LSBA Entertainment Law CLE Seminar

Hosted by: *Louisiana State Bar Association
Diversity Committee's Pipeline to Diversity and
Outreach*

April 16-17, 2026

8:15 a.m. - 12:30 p.m. each day

Louisiana State Bar Association

601 St. Charles Avenue, New Orleans, LA

Department of Member Outreach and Diversity

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Hosted By:
Louisiana State Bar Association Diversity Committee's Pipeline to Diversity and Outreach
Louisiana State Bar Association, 601 St. Charles Avenue, New Orleans, LA

Schedule: Thursday, April 16, 2026

8:15 a.m. - 9:15 a.m. - Session One, *Name, Image, and Likeness in College Sports – Legal Basics and Major Cases* 1.00 General Credit Hour(s)

In a rapidly evolving world of college athletics, this session will look to describe the playing field from the genesis of amateurism, through the rise of player-led challenges, to today's world of athlete empowerment. The session will discuss the landmark cases that have shaped the rules of engagement for college athletes over the past century and will look into the future to discuss the challenges that still dot the uniquely American institution of college sports.

- Justin S. Brashear, Founder and CEO, Brashear Law LLC, Lake Charles, LA

9:20 a.m. - 10:20 a.m. - Session Two, *Frying Pan to Fire: The NCAA and Player Compensation in the Wake of the House v. NCAA Settlement* 1.00 General Credit Hour(s)

In June 2025, a federal court approved the landmark House v. NCAA class action settlement, authorizing Division I schools to share upwards of \$20 million in athletic revenue directly with student-athletes. The NCAA, power conferences, and player advocates hoped the new rules and structures ushered in by the settlement would provide stability after a chaotic few years of escalating NIL payments, transfer portal hyperactivity, and persistent angst about the fate of non-revenue "Olympic" revenue. But with the 2025-26 athletic season drawing near its conclusion, the chaos has only intensified.

- Walter "Fritz" Metzinger III, Associate, Stone Pigman Walther Wittmann LLC, New Orleans, LA

10:25 a.m. - 11:25 a.m. - Session Three, *Guarding and Exploiting the Spotlight* 1.00 Ethics Credit Hour(s)

Join us for an in-depth discussion on the ethical responsibilities of attorneys advising creatives and athletes on protecting their name, image, and likeness (NIL). This conversation will review key professional conduct standards—such as confidentiality and conflict avoidance—and examine ethical issues surrounding NIL exploitation for commercial purposes. Participants will gain practical strategies for navigating these challenges while upholding the highest standards of integrity.

- Edgar "Dino" Gankendorff, Co-Managing Partner, Provosty & Gankendorff, LLC, New Orleans, LA

11:30 a.m. - 12:30 p.m. - Session Four, *Copyright and Trademark Basics for Emerging Artists in the Entertainment Sector* 1.00 General Credit Hour(s)

All artists who are creating content for commercial exploitation are also operating businesses, whether they are sole proprietors, partners in collaborations, or small businesses established as entities with the State. It can be a real challenge for an artist to balance the creative process with best business practices that ensure the artist is operating in ways that build leverage and maximize earning potential while controlling the content they create. Emerging Artists are particularly vulnerable to unfair and even predatory tactics that can strip them of their creative work absent a basic legal education around their intellectual property rights, enforcement and recourse. This session will provide an overview of copyright and trademark rights that every artist should be know in operating within the entertainment sector.

- Ashlye M. Keaton, Co-Founder, The Ella Project, New Orleans, LA

Schedule: Friday, April 17, 2026

8:15 a.m. - 9:15 a.m. - Session One, *A House of Cards: The Unsustainable Business Model of College Athletics* 1.00 General Credit Hour(s)

This program will focus on the recent developments surrounding NIL, and how the House settlement has shaped the landscape of college athletics. We will also discuss how the settlement has created an untenable business model with a lack of necessary enforcement to properly regulate the business practices of NIL, particularly with regard to relationships between schools and student athletes.

- N. Kordell Caldwell, Associate, Baker, Donelson, Bearman, Caldwell & Berkowitz, New Orleans, LA

9:20 a.m. - 10:20 a.m. - Session Two, *From High School Athlete to the Pros: Protecting Athlete Brands in the NIL Era* 1.00 General Credit Hour(s)

Today's athletes enter the public spotlight earlier than ever, often while still in high school creating unprecedented branding opportunities and legal risk. This CLE session examines the evolving NIL landscape, and the legal, contractual, and reputational challenges athletes face as they transition from amateur status to professional careers. Presented from the perspective of a sports agent and/or attorney, the session explores common NIL pitfalls, enforceability issues involving minors, intellectual property ownership, social media risk management, and contract provisions that can jeopardize future earning potential. Attendees will gain practical strategies for safeguarding athlete brands, structuring NIL agreements, and protecting long-term value in an increasingly commercialized sports and entertainment marketplace.

- Shane D. Williams, Maven Sports Group, Strategic Partner of Cash Money Records, Alexandria, LA

10:25 a.m. - 11:25 a.m. - Session Three, *The Ever-Evolving Landscape of NIL in College Athletics* 1.00 General Credit Hour(s)

The development and evolution of college athletics, focusing on how the ability of college athletes to receive revenue for the use of their name, image, and likeness (NIL) has significantly altered the landscape. We'll explore both the historical context and the contemporary implications of NIL, examining its impact on athletes, institutions, and the industry as a whole.

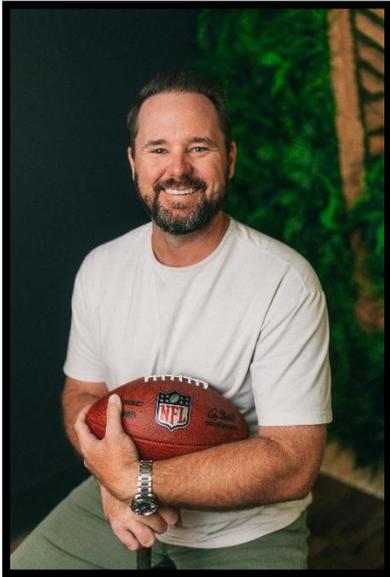
- Michael B. Victorian, Counsel, Phelps, Baton Rouge, LA

11:30 a.m. - 12:30 p.m. - Session Four, *AI, Artistry, and the Law: Protecting Creators in the Age of Synthetic Sound* 1.00 Professionalism Credit Hour(s)

This program examines how generative artificial intelligence (AI) is transforming music creation and disrupting traditional intellectual property principles, while emphasizing the broader expectations of professionalism for attorneys. Beyond technical knowledge, professionalism requires lawyers to employ their skills faithfully in service of clients and the public good. This session will address key aspects of professionalism—including attorney competency and sensitivity to cultural and technological differences—within the context of AI-driven innovation. Using high-profile examples of AI-generated music and media, the discussion will explore legal implications surrounding copyright ownership, licensing, and authenticity, and provide guidance on how attorneys can uphold professional standards while advising clients in this rapidly evolving landscape.

- Brianna M. Spikes, Attorney at Law, Atlanta, GA

Speaker Biography



Justin Brashear is an attorney, adviser, and former collegiate and professional athlete who has spent his life at the intersection of athletics, law, and leadership. As an NFLPA certified agent and the founder of College Athlete Consulting, Justin guides student-athletes, companies, and athletic departments through the rapidly evolving landscape of N.I.L., athlete rights, and college sports reform, having built his career around helping navigate these complex challenges with clarity and purpose.

Justin's work centers on educating and empowering athletes to make better decisions, bringing practical, legally sound, and future-focused support to his clients navigating the shifting landscape in college sports. Justin's expertise spans N.I.L. compliance, recruiting-related use of N.I.L., agent and adviser roles, revenue-sharing models, litigation impacting the NCAA, and long-term athlete brand building.

He is a published author and frequently speaks nationwide on the business of college sports, N.I.L. regulation, and athlete empowerment, offering forward-looking analysis for the next generation of game-changing athletes.



Fritz Metzinger's practice spans business litigation, gaming regulatory work, and sports law, with a particular emphasis on representing clients navigating complex commercial and contractual matters. He regularly advises individual and corporate clients across Louisiana, earning a reputation as a persuasive advocate and writer in trial and appellate courts.

Fritz brings particular depth to the intersection of sports, law, and business. An avid sports fan, Fritz is a frequent speaker and author on sports law issues and is often tapped by local media to comment on high-profile developments.

He also maintains a robust practice in gaming regulation, advising clients on licensing and compliance in a rapidly shifting legal landscape



Edgar D. Gankendorff is an entertainment lawyer practicing in New Orleans, Louisiana. Mr. Gankendorff is the co-managing partner in the law firm, Provosty & Gankendorff, LLC. Mr. Gankendorff received a Bachelor of Arts in Political Science and Sociology from Tulane University in 1987. Mr. Gankendorff also received a Juris Doctorate degree from Tulane University School of Law in 1990. Mr. Gankendorff currently represents Lake Street Dive, Samantha Fish, Galactic, Phillip Anselmo, Trombone Shorty, Juvenile, Mannie Fresh, The Soul Rebels, Imagination Movers, Mavis Staples, Preservation Hall Jazz Band, Anders Osborne, Cupid, Nathan Williams, Keith Frank, Amanda Shaw and many others. Mr. Gankendorff's practice focuses on negotiating recording contracts, publishing agreements, sponsorship deals, film and TV licenses, etc. Mr. Gankendorff is also involved in matters in litigation involving entertainment issues and copyright infringement matters.



Ashlye Keaton has practiced law for more than 20 years in the arts, culture and entertainment sectors with a focus on intellectual property. She also advocates for strong arts and cultural policies and practices in New Orleans and throughout Louisiana. Ashlye is the Co-Founder of The Ella Project, a nonprofit based in New Orleans that serves Louisiana artists, musicians and culture bearers with direct legal, business and advocacy services. Ashlye is an adjunct professor at Tulane Law School, where she has received recognition for distinguished teaching, in addition to Gonzaga Law School and the University of New Orleans Graduate School in Arts Administration. Along with other legal successes, Ashlye helped the Mardi Gras Indians by arguing that their elaborate suits qualified for copyright protection as works of sculpture. Ashlye co-founded and is an emeritus board member for Music Policy Forum, a North American organization dedicated to providing resources and strengthening networks within the music sector. Ashlye is the Chair of the community advisory board for WWOZ 90.7FM, the President of the Tchoupitoulas Art Corridor and serves as a member of the Entertainment Evaluation Committee for Music@MSY. She has served in the past on numerous boards for arts and culture related organizations, including the Recording Academy, OffBeat Music and Cultural Arts Foundation, the New Orleans Fringe Festival, New Orleans Video Access Center and the Jazzy Hideaway. Beyond New Orleans, Ashlye has convened stakeholders and presented at the World Trade Organization in Geneva, Georgetown University, Canadian Music Week, the NoncomMusic Alliance, National Endowment for the Arts, South Arts, and many others.



Hailing from Houston, Texas, Mr. Caldwell is an associate in Baker Donelson's New Orleans office and a member of the Advocacy Department. He assists clients throughout Louisiana's state and federal courts in various industries, including hospitality, sports and entertainment, technology, logistics, and retail. Mr. Caldwell advises clients on trademark and copyright issues, complex torts, products liability, and bet-the-company litigations. His trial experience includes successfully arguing on behalf of nationally recognized companies in multimillion-dollar matters. Additionally, Mr. Caldwell assists clients in contracts litigation, including matters involving allegations of intellectual property, financial impropriety, contractual disputes, and bank and wire fraud. Mr. Caldwell was recently highlighted as a "Rising Star" in the 2025 Louisiana Super Lawyers publication.

Mr. Caldwell is a graduate of Southern University Law Center, where he initially rose to notoriety as he became the first person to complete a law school curriculum while actively playing NCAA Division I college football. Mr. Caldwell is also a pioneer of the NIL era of college athletics, becoming the first law student, and one of the first HBCU athletes to earn an NIL deal with a major corporation. Mr. Caldwell has been featured in headlining news stories both in *The Advocate* and on WAFB. During his time at SULC, Mr. Caldwell was also a member of the Moot Court Board, and served as the Chairman for the SBA Student Affairs Committee.

In addition to his current practice, Mr. Caldwell is a member of the American Bar Association Forum on Sports and Entertainment Law, the Federal Bar Association, DRI, and the Louisiana Bar Foundation. Mr. Caldwell has previously given CLEs in the area of intellectual property and copyright law, particularly with regard to the role that artificial intelligence will play in those fields moving forward. Mr. Caldwell has spoken extensively at CLE's and on panels regarding NIL's role in college athletics, and given NIL seminars for certain colleges and universities. Mr. Caldwell also does some advising for the U.S. Patent and Trademark Office on certain Intellectual Property and NIL Issues, as well as advising for leadership of an NIL Collective. Mr. Caldwell further advises a cohort of business owners regarding Intellectual Property law and how to best protect their trademarks and copyrights.



Shane D. Williams is a sports agent and attorney with over 20 years of experience in the sports and legal industries. A native of Alexandria, Louisiana, he earned his Juris Doctor from the Southern University Law Center in 2005.

As the first NFL and NBA certified sports agent in Central Louisiana, Shane represents professional and amateur athletes in player contract negotiations, marketing and endorsement deals, and Name, Image, and Likeness (NIL) opportunities. He is certified by both the National Football League Players Association (NFLPA) and the National Basketball Players Association (NBPA).

In addition to his agency work, Shane is a seasoned licensed attorney who has represented governmental entities and elected officials throughout his career. He previously served as City Attorney of Alexandria, Louisiana, and currently serves as City Attorney of DeRidder, Louisiana.

Shane is currently a sports agent with Maven Sports Group, a subsidiary of Cash Money Records, where he specializes in football, basketball, and NIL representation.

He is married to his wife, Myra, and they have a 12-year-old son.



When high-stakes disputes are headed for trial, Michael B. Victorian's courtroom experience and steady presence build strong defenses before judges and juries. A trusted trial resource, he's at ease stepping into conflicts when negotiations stall to prepare clients for court. His persuasive courtroom presence, clear communication style, and skill in shaping trial themes drive results for clients in state and federal court.

Michael defends private industry, government and athlete clients in a wide range of disputes involving business operations, professional liability and company leadership. With experience spanning the spectrum of commercial litigation issues, he partners with clients to evaluate their options, offer business counseling, and develop litigation strategies.

Clients across industries turn to Michael's trial knowledge to navigate complex proceedings. He regularly represents clients in Louisiana courtrooms on commercial issues, including contract disputes and class-action claims. He also works with municipalities, police departments and other government entities to resolve issues, including section 1983-related actions. His experience in communications and media relations helps him manage the reputational risks, as well as the legal risks, that can come with high-profile trials.

Michael has emerged as an early leader for sports industry clients as name, image and likeness deals transform college and high school athletics. He helps student-athletes and their families, institutions and agencies navigate recruiting decisions, evaluate third-party opportunities and negotiate agreements. He also manages NIL-related disputes, including conflicts involving loan-based agreements and revenue sharing.

A recognized voice on Louisiana NIL reform and athlete strategy planning, Michael's built relationships with athletic departments and regulators across the state. He combines these connections with a focus on athletes' long-term goals to build deals that protect clients' rights.

Michael is admitted to practice in Louisiana, the U.S. Court of Appeal for the Fifth Circuit, and the U.S. District Courts for the Eastern, Middle, and Western Districts of Louisiana.

Committed to shaping future generations, Michael serves as an adjunct professor at Southern University Law Center and is active with the Southern University Law Center and Howard University alumni associations. He's a leader in several legal and community organizations.

Michael is a member of the Louisiana State Bar Association, Baton Rouge Bar Association, and the National Bar Association. He is also a member of the Defense Research Institute and Louisiana Association of Defense Counsel. Michael was recently elected president of 100 Black Men of Metro Baton Rouge and will start his term on July 1. He previously served as secretary for the organization from 2017 to 2023. He is also a former president of the Greater Baton Rouge Chapter of the Louis A. Martinet Legal Society, a former board member for Southeast Louisiana Legal Services, and an alumnus of the Louisiana Association of Business and Industry's Emerging Leaders Council.

Michael is widely recognized for his leadership. He was awarded Member of the Year by 100 Black Men of Metro Baton Rouge in 2025. *The Best Lawyers in America: Ones to Watch* recognized his work in litigation and labor and employment from 2021 to 2026, in labor and employment law - management from 2022 to 2025, and in commercial litigation in 2026.

He made Super Lawyers' Louisiana Rising Stars list from 2022-2024. He also earned spots on the Greater Baton Rouge Business Report's Capital Region 500 in 2023, the National Bar Association's 40 Under 40 Nation's Best Advocates in 2022, the Greater Baton Rouge Business Report's Forty Under 40 in 2020, and the Boys & Girls Club Great Futures Honorees in 2018.

Michael earned his J.D. from Southern University Law Center in 2014 and practices at Phelps Dunbar in Baton Rouge.



Brianna Spikes, ESQ., is a young attorney with a growing practice focused on entertainment law, intellectual property, and dispute resolution. A 2024 graduate of Loyola University New Orleans College of Law, she earned a Certificate in Law, Technology, and Entrepreneurship and distinguished herself through Loyola's Alternative Dispute Resolution and Intellectual Property Negotiation and Entertainment competitions. She holds a B.A. in Philosophy, magna cum laude, from Xavier University of Louisiana, with a minor in political science.

Her legal experience spans entertainment and media-focused matters, including drafting and negotiating artist and distribution agreements, trademark prosecution before the U.S. Patent and Trademark Office, and litigation support at a national law firm, where she has successfully argued motions and contributed to favorable client outcomes.

Complementing her legal training is a strong background in business management and brand operations, giving her a practical perspective on the legal needs of creatives and entrepreneurs. She is an active member of the Black Entertainment and Sports Lawyers Association and the American Bar Association-Media Bar, and she is honored to serve as a speaker at the Louisiana State Bar Association Entertainment Law CLE Conference: *Safeguarding the Spotlight*