



EASL GoToWebinar

Tuesday, May 3, 2022

Course No. 5593

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12:00 noon – 1:00 p.m.

5593 The Art and Science of Athlete Branding and Marketing

This webinar will provide an overview of athlete branding and marketing. Topics of discussion will include brand development, brand marketing and brand protection.

Moderator: Kim Kolback, Law Offices of Kimberly D. Kolback, Miami

Speaker: Ronika J. Carter, Esq., MSM, Corporate Counsel, Women's Tennis Association, St. Petersburg

CLE CREDIT

General: 1.0 hour