



## John G. Long II

### Member

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## Profile

**John is an experienced college sports attorney focusing on counseling institutions and affiliated entities on collegiate sports matters. As a former NCAA compliance officer, he understands the complexities of NCAA compliance and is well-versed in handling NCAA infractions; name, image and likeness (NIL) issues; and Title IX compliance and defense.**

John has conducted investigations and appeared before NCAA committees on behalf of his clients. John represents institutions in matters before the NCAA Committee on Infractions, Infractions Appeals Committee and NCAA Committee on Academics. Additionally, he is deeply experienced in providing advice and counsel to institutions and affiliates regarding legislative relief waivers, student-athlete reinstatement, the NCAA Academic Performance Program, Gender Equity concerns and in conducting compliance internal reviews.

Prior to joining Bond, John was a partner and vice-chair of the collegiate and professional sports law practice for Lewis Brisbois Bisgaard & Smith. John is a published author on subjects concerning NCAA compliance and frequently presents on sports law topics.

## Honors & Affiliations

- Standing Committee for the Sports Division of the Forum on the American Bar Association (ABA) Entertainment and Sports Industries

## Representative Publications

- Author, "Compliance Considerations for Colleges and Universities Prior to Eliminating Sports in the COVID-19 Era," *National Law Review*, July 2020
- Author, "How Colleges and Universities can Comply with NCAA Rules during COVID-19 Pandemic," *National Law Review*, March 2020
- Co-Author, "How a Recent Appellate Court Decision Views Title IX and Transgender Discrimination," *Employment Law Alliance*, May 2016
- Author, "How Schools Should Plan for Transgender Student Participation in Athletics in light of OCR's Recent Dear Colleague Letter," *Sports Litigation Alert*, May 2016
- Co-Author, "Why Colleges are Likely to Face More Title IX Lawsuits," *Law360*, February 2016

## Education

- Marquette University Law School (J.D. 2009)
- The University of Texas at Austin (B.S. 2006)

## Bar/Court Admissions

- Texas (2009)
- \*Not Admitted to Practice in Kansas

## Practices

- Collegiate Sports

## Representative Presentations

- Moderator, "The New State of Play in NIL," The American Bar Association Forum on Entertainment and Sports Spring 2023 CLE Conference, Philadelphia, PA, April 13, 2023
- Moderator, "Level I and Level II Violations: Navigating the Infractions Process," National Association for Athletics Compliance Annual Convention, June 28, 2022
- Presenter, "Name, Image & Likeness – Where Are We Now?," Tennessee Intellectual Property Law Association, Nashville, TN, May 6, 2022
- Moderator, "Post-Alston College Sports: A Look at Where We Are and Where We Are Heading," The American Bar Association 44th Annual Conference Forum Entertainment & Sports Industries, Atlanta, GA, April 7, 2022
- Moderator, "Name, Image and Likeness and the Changing Face of College Athletics," National Sports Law Institute of Marquette University Current Issues in Sports Law, March 4, 2022
- Panelist, "College Sports in Transition," The American Bar Association 43rd Annual Conference Forum on the Entertainment & Sports Industries, October 8, 2021
- Presenter, "Name, Image and Likeness Reform: A Whole New World," Federal Bar Association Presentation, July 8, 2021
- Panelist, "Beyond NIL: An Overview of Federal and State College Sports Legislation Impacting College Athletes Rights," LEAD1 Association Forum, March 25, 2021
- Moderator, "Hot Topics in Sports Law," Sports Law CLE at South Texas College of Law – Houston, Houston, TX, June, 2019
- Moderator, "Sports Wagering Education," National Association of Athletics Compliance (NAAC) Annual Convention Orlando, FL, June, 2019
- Panelist, "Emerging Legal Issues in Collegiate Athletics," National Sports Law Institute of Marquette University Law School 29th Annual Fall Conference, Emerging Legal Issues in Collegiate, International, and Professional Sports, and Esports, Milwaukee, WI, October 12, 2018
- Moderator, "Sexual Misconduct and the Role of NCAA Compliance," National Association of Athletics Compliance (NAAC) Annual Convention, Washington, D.C., June, 2018
- Presenter, "Gender Equity and Title IX: Best Practices for Equitable Program Benefits," School Administrators of South Dakota – Title IX Conference, Sioux Falls, SD, April, 2018
- Panelist, "The Changing Landscape of Collegiate Athletics," National Sports Law Institute Annual Conference, Milwaukee, WI, October, 2016