



Jeffrey Kessler Featured in *CBS Sports* Following NCAA Settlement

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Winston & Strawn partner Jeffrey Kessler was featured in a *CBS Sports* article discussing the recent settlement in *House v. NCAA*, *Carter v. NCAA*, and *Hubbard v. NCAA*, his career in sports law, and what is to come following the settlement. Jeffrey led the Winston team that helped secure the settlement, which resolves three pending antitrust lawsuits against the NCAA, resulting in \$2.75 billion in damages being paid to college athletes over a 10-year period and approximately \$20 billion in new benefits and payments during the next ten years.

“It revolutionized college sports,” he said, when asked of the legacy of his antitrust court victories.

Throughout his career, Jeffrey has played a role in the sports industry working on cases including the landmark Freeman McNeil case establishing free agency in the NFL; the Bridgeman case, which led to NBA free agency; the Morgan case, which led to equal pay for the Women’s National Team in soccer; and the *Alston v. NCAA* case, which led to a unanimous Supreme Court victory for college athletes and paved the way for NIL compensation for college athletes.

In fighting against the antitrust cases, the NCAA has argued if players were paid, fan interest would fall and attendance would decline, but since NIL payments debuted, college sports have thrived.

“This has been an old story by people controlling sports forever,” Jeffrey said. “When I was in my battles to get free agency, the NFL owners and NBA owners – the baseball owners before them – would say free agency would destroy sports and fans would all leave.” But it never happened.

Preliminary approval of the *House* and other settlements will be determined later this year. The case does not resolve any future Title IX issues which will have to be determined by the courts.

“This is not resolving every legal issue they face but it does resolve the antitrust piece that I think has been the most difficult issue for the NCAA over the past 10 years,” Jeffrey said.

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