

DALE E. FOWLER SCHOOL OF LAW  
ENTERTAINMENT & SPORTS LAW SOCIETY  
PRESENTS

# name image likeness

BEHIND THE MASK



ENTERTAINMENT & SPORTS LAW SYMPOSIUM  
APRIL 10, 2026



the faces  
that you  
meet

*there will be a time,  
to prepare a face to meet the faces  
that you meet;*

*T. S. Eliot, The Love Song of J. Alfred Prufrock*

prepare  
a face

9:00 A.M.

**CHECK-IN**

10 A.M.

**INTRODUCTORY REMARKS**

10:15 A.M. – 11:45 A.M.

**PANEL 1**

**NAME, IMAGE & LIKENESS: TRANSFORMING THE BUSINESS OF SPORT**

**David L. Braun**

Head of Sales & Marketing | Glushon Sports Management

**Marissa Dishaw**

Agent, Marketing & Client Servicing – Baseball | CAA Sports

**Luana Harris**

Managing Director RBC Sports Advisory, RBC Wealth Advisory

**MODERATOR:**

**Chris Koras (JD '11)**

Sports Attorney & Agent | Co-Founder, Game Seven Media

Former Head of Baseball, Klutch Sports

11:45 A.M. – 12:15 P.M.

**BREAK FOR LUNCH SERVICE**

S C H E

12:15 P.M. – 1 P.M.

**LUNCHEON KEYNOTE**

**PROPERTIZING PERSONHOOD: NIL RIGHTS & EQUALITY IN THE AGE OF AI**

**John Tehranian**

Paul W. Wildman Chair & Professor of Law,  
Southwestern Law School

1 P.M. – 1:15 P.M.

**BREAK**

1:30 P.M. – 3 P.M.

**PANEL 2**

**BEHIND THE MASK: SHAPING OWNERSHIP AND CONTROL OF MEDIA IDENTITIES**

**Tilly Norwood**

AI Synthetic Actress Created by Xicoia

**Jagger Waters**

AI Creative Strategist & Entertainment Futurist, Producer: Curious Refuge

**Lottie Webb**

Creative AI Producer, Particle6/Xicoia

Factual & Documentary Producer | Netflix · BBC · ITV · Discovery · YouTube

**MODERATOR:**

**Fred Grinstein**

Co-Founder, Machine Cinema

AI Strategist | Former VP Development, Viceland

3 P.M.

**SYMPOSIUM CONCLUDES**

D U L E

# PANEL 1

## **NAME, IMAGE & LIKENESS: TRANSFORMING THE BUSINESS OF SPORT**

In recent years, the business of sports has been transformed by the evolution of the Name, Image and Likeness legal landscape. This panel dissects how athletes develop, monetize and grow their personal brands in modern sport and media landscapes. They examine the roles of sports agents, universities and media presence and partners in structuring NIL opportunities, as well as the legal and compliance challenges shaping the ever-evolving NIL marketplace.



## DAVID L. BRAUN

Head of Sales & Marketing | Glushon Sports Management

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David L. Braun is a Partner and Co-President of Marketing at Glushon Sports Management, a Los Angeles-based agency representing some of the NBA's biggest names, including Jaylen Brown. Braun focuses on athlete brand development, sponsorship strategy and creating commercial opportunities that extend well beyond the court. His work sits squarely at the center of today's NIL landscape, where athlete identity and business strategy are increasingly intertwined.

Before joining Glushon, Braun held roles at Steinberg Sports and Entertainment, Brand Central, Talent Resources and the Harlem Globetrotters. Across each of these positions, he built a reputation for understanding how to position athletes, not just as players but as long-term brand propositions. His experience spans everything from endorsement deal-making to broader marketing strategy, giving him a well-rounded perspective on how value is created and sustained in professional sports.

Braun earned his master's degree in Sports Management from The George Washington University School of Business. He brings a practical, dealmaker's perspective to the conversation around name, image and likeness, grounded in the day-to-day realities of negotiating, structuring, and maximizing athlete opportunities in a rapidly evolving market.



## MARISSA DISHAW

Agent, Marketing & Client Servicing – Baseball |  
CAA Sports

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Marissa Dishaw is one of the most respected names in sports representation, particularly in baseball. As Head of Baseball Marketing and Client Management at CAA Sports, she oversees off-field opportunities for the agency's MLB clients and leads the team behind that work. Since joining CAA in 2009, she has closed more than 1,000 deals and played a major role in shaping how athletes think about their brands beyond the game.

Her work focuses on helping athletes build a strong and lasting commercial presence. She is especially known for her work with Shohei Ohtani, helping grow his brand into one of the most recognizable in sports through major partnerships and media opportunities. She has also worked with players like Buster Posey, creating well-rounded strategies that cover endorsements, appearances and other off-field ventures.

Dishaw graduated from UC Berkeley and has become a key leader within CAA. She helped develop CAA Elevate, the agency's internal training program, and has been recognized for her role in supporting and advancing women in the industry. Having often been the only woman in the room early in her career, she has used that experience to push for more inclusion in leadership and client-facing roles.

Dishaw was named one of Adweek's Most Powerful Women in Sports and continues to influence how athletes approach branding, NIL and the business aspects of their careers.



## LUANA HARRIS

Managing Director RBC Sports Advisor, RBS Wealth Advisory

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Luana Harris is the Managing Director of Royal Bank of Canada (RBC) Sports Advisory at RBC Wealth Management, where she leads a global team focused on the financial and strategic needs of professional athletes and sports industry executives. Based in Toronto, she has helped build RBC's sports advisory practice into a go-to resource for athletes across North America and beyond, working with clients across major leagues and international organizations.

Harris's work goes beyond traditional wealth management. She is a longtime partner of Baseball Canada and co-founded the Baseball Canada Education and Mentorship Program, reflecting her commitment to support athletes throughout their careers. She has also been recognized for her advocacy in women's sports, including being featured in *Variety* for her work supporting increased investment and visibility in this space.

Harris holds a Master of Education degree from the University of Toronto and a Sports Industry Essentials Certificate from Columbia University. Before leading RBC Sports Advisory, she held senior roles in marketing and client acquisition at both RBC and BMO Wealth Management, giving her a strong foundation in both finance and brand strategy.

Harris lends a practical, big-picture perspective to the way athletes manage and grow their careers, particularly as name, image and likeness rights continue to evolve. Her work reflects a broader understanding of athletes not just as clients, but as long-term brands navigating an increasingly complex commercial landscape.



## CHRIS KORAS

Sports Attorney & Agent | Co-Founder, Game Seven Media, Former Head of Baseball, Klutch Sports

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Chris Koras (JD '11) is a California-licensed attorney and sports industry executive whose career spans athlete representation, business strategy, and media production. He previously served as Head of Baseball at Klutch Sports Group and built and sold REP1 Baseball to United Talent Agency, where he led the representation of more than 250 professional athletes and oversaw the company's operations, growth and acquisitions. Across his career, Koras has represented over 500 professional athletes, advising on contract negotiations, endorsements, and long-term brand strategy.

Koras currently serves as a principal at Working Capital Partners, a financial platform that provides capital market solutions to high-profile talent. His work focuses on helping athletes and creators navigate increasingly complex business opportunities, particularly as the lines between sports, media and finance continue to blur.

In addition to his work in athlete representation, Koras is the co-founder of Game Seven Media, a sports-focused production company developing documentary and narrative content for television and digital platforms. The company's projects include "Muscles and Mayhem," which reached #1 on Netflix, along with other releases across major networks and streaming platforms.

A graduate of Chapman University's Fowler School of Law, Koras remains actively involved with the law school community and frequently returns to speak with students about careers in sports law and agency practice.



His experience across law, business and media offers a practical perspective on how athlete value is built, managed, and monetized in today's evolving sports and entertainment landscape.



# KEYNOTE

**PROPERTIZING PERSONHOOD:  
NIL RIGHTS & EQUALITY IN THE AGE OF AI**



## JOHN TEHRANIAN

Paul W. Wildman Chair & Professor of Law,  
Southwestern Law School

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John Tehranian is an academic, attorney and author. He serves as the Paul W. Wildman Chair and Professor of Law at Southwestern Law School and has previously held tenured professorships at the University of Utah, S. J. Quinney College of Law, and Chapman University, Fowler School of Law, as well as Visiting Professor of Law at Loyola Law School and UCLA School of Law.

A graduate of Harvard University and Yale Law School, Tehranian is the author of dozens of articles and three books: *Whitewashed*, *Infringement Nation: Copyright 2.0 and You* and *The Secret life of Copyright: Intellectual Property and Inequality in the Age of AI*. His work has also appeared in such publications as the *Yale Law Journal*, *Harvard Journal of Law & Gender*, *Northwestern University Law Review*, *Iowa Law Review* and *Southern California Law Review*, to name a few.

Tehranian's scholarship has been widely cited in congressional testimony, federal, state and foreign court decisions and briefs before the Supreme Court in such landmark intellectual property cases as *Warhol v. Goldsmith* (2022), *Google v. Oracle* (2021), *Kirtsaeng v. John Wiley & Sons* (2013), *Golan v. Holder* (2012) and *MGM v. Grokster* (2005).

He is a founding partner of One LLP, a Southern California entertainment and intellectual property law firm, where he has handled high-profile disputes and transactions involving numerous legends from the worlds of music, film, fashion, theater, photography, literature and athletics.



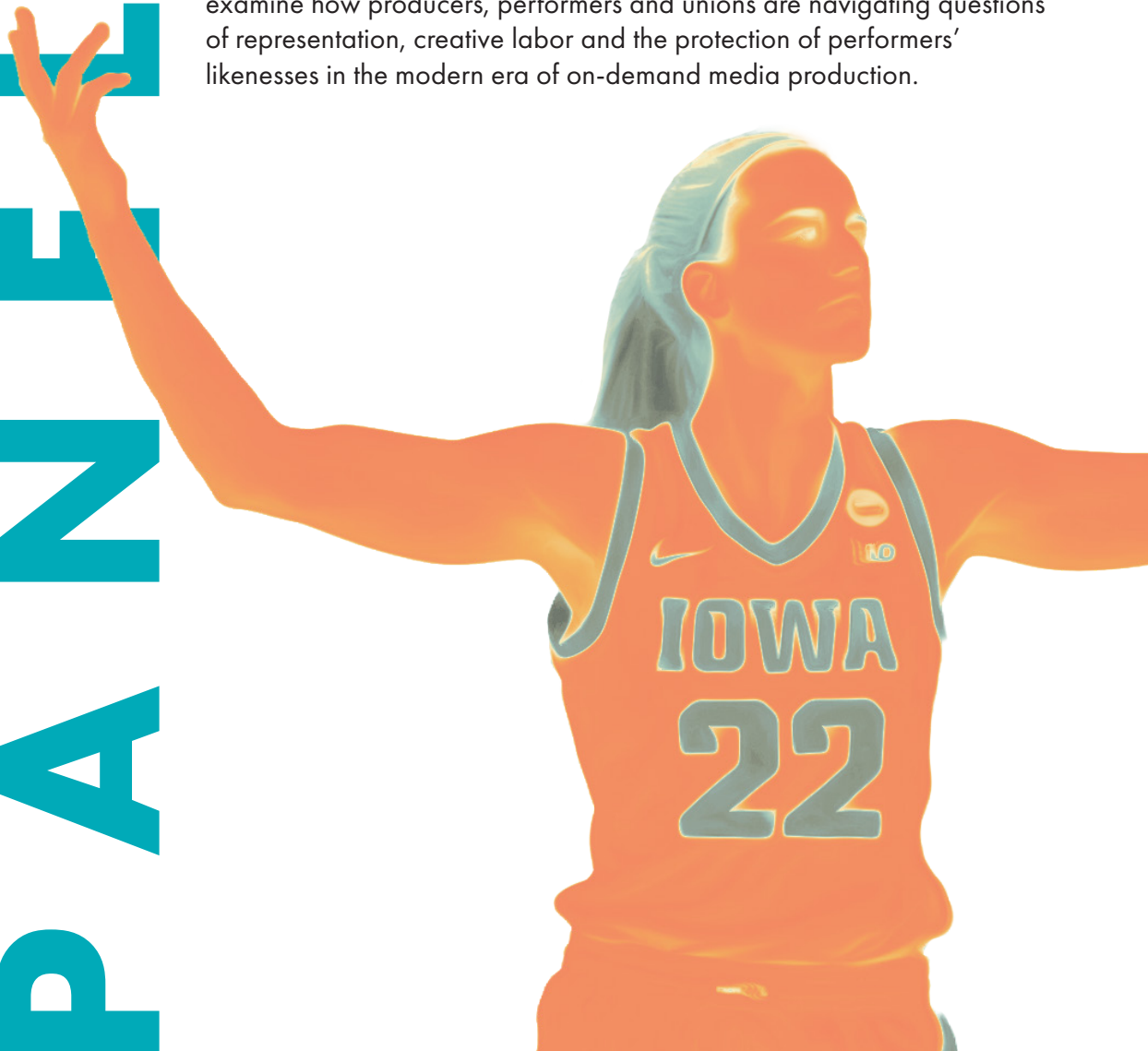
He has also served as counsel in numerous published appellate decisions on copyright matters.

*Variety's* Legal Impact Report has recognized him as one of the world's top 50 entertainment lawyers and *Billboard* magazine has identified him as one of the top music lawyers in the business.

# 2 P A N E L

## **BEHIND THE MASK: SHAPING OWNERSHIP AND CONTROL OF MEDIA IDENTITIES**

Exploring how performer rights, contracts and the right of publicity shape ownership and control of identity in film and television, panelists will examine how producers, performers and unions are navigating questions of representation, creative labor and the protection of performers' likenesses in the modern era of on-demand media production.





## TILLY NORWOOD

AI Synthetic Actress Created by Xicoia

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Tilly Norwood is an artificial intelligence character created using generative artificial intelligence (AI) by Xicoia, the AI division of Particle6 Group.

Dutch actress and producer Eline Van der Velden founded Particle6 Group in 2015. Van der Velden reports that creating Tilly Norwood took “a long time” and was similar to the process of a writer creating a fictional character.

An Instagram account under Norwood’s name started sharing social media posts on May 6, 2025, and had gained an estimated 50,000 followers by October 3, that same year. The account features AI-generated images of Norwood, including selfies, screen tests, production stills and posed images. Van der Velden is hopeful that Norwood will become the next Scarlett Johansson or Natalie Portman, while Particle6 claims that using AI-actors like Norwood might cut production costs by up to 90%.

Norwood made its first production debut in 2025, in a comedy sketch scripted by ChatGPT called “AI Commissioner,” featuring Norwood and other AI-generated characters. In September 2025, it started to appear in other AI-generated videos, depicting it on a red carpet, crying on the sofa of The Graham Norton Show and starring in mock trailers for sci-fi, fantasy, horror and action films.

In March 2026, Norwood featured in a music video entitled “Take The Lead” on YouTube. The video addressed some of the critical commentary that the character has received in the media. The vocals for music video were generated by Suno, a generative artificial intelligence music creation platform.



## JAGGER WATERS

AI Creative Strategist & Entertainment Futurist,  
Producer: Curious Refuge

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Jagger Waters is a Los Angeles-based creative technologist, writer and producer working across film, immersive media and live events. She has more than a decade of experience in storytelling and production, with work spanning digital platforms and emerging formats.

Her work focuses on developing narrative-driven projects while exploring how new tools, including generative AI, fit into existing creative processes. She has created and contributed to AI-assisted films and participated in filmmaking competitions and collaborative projects that experiment with these tools in practice.

In addition to her creative work, Waters is involved in education and mentorship within the industry. She has served as a narrative mentor for AI-focused labs and regularly speaks at conferences and events, where she works with creators, brands and executives, sharing her insights on how evolving technologies are being used in storytelling.

Her work has been featured at the Cannes Film Festival, the Television Academy, in *Forbes*, Art Basel Miami and the Producer's Guild of America.

Waters's perspective reflects the broader changes happening across the entertainment industry as new tools become more widely used. She focuses on how these tools are applied in practice, particularly in relation to storytelling, authorship and the evolving role of the creator.



## LOTTIE WEBB

Creative AI Producer, Particle6/Xicoia  
Factual & Documentary Producer

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Lottie Webb is a Creative AI Producer at Particle6 Productions, where she works with both AI tools and traditional filmmaking practices. She has over a decade of experience producing factual and documentary content for major platforms like Netflix, BBC, ITV, Discovery, and YouTube, giving her a strong foundation in storytelling and what makes a story work.

At Particle6, Webb is part of the team behind Xicoia, an AI talent agency focused on developing digital performers and new forms of content. Her work involves building character-driven projects that incorporate AI alongside more traditional production methods, often in formats that are still evolving. Her experience spans the full production pipeline and Webb brings a practical perspective to how these tools are being used in real workflows, not just how they are discussed in theory.

Her work is located in the midst of some of the biggest shifts happening in the industry. As generative AI becomes more embedded in production, it is changing how projects are made, how teams collaborate, and how we think about talent and authorship. Webb's experience reflects that shift, especially when it comes to questions of identity and the evolving role of both human and AI-driven performers in modern storytelling.



## DANIELLE VAN LIER

Former Senior Assistant General Counsel, Contracts & Compliance SAG-AFTRA  
Adjunct Professor, USC & Southwestern Law Schools

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Danielle Van Lier is an intellectual property, technology, and transactional attorney and business consultant with special expertise in artificial intelligence and its impact on creative professionals.

Prior to starting her own practice, Van Lier advanced through roles of increasing challenge and complexity in SAG-AFTRA’s legal department, most recently as Senior Assistant General Counsel, Contracts and Compliance. In that role, she was SAG-AFTRA’s lead corporate transactional attorney and was recognized as an internal expert and resource on emerging technologies, particularly generative AI, playing an integral role in several AI and technology-related initiatives.

Van Lier is an adjunct professor at Southwestern Law School where she teaches “AI and the Entertainment Industry” and “Entertainment Industry Guilds,” and she also teaches “AI in Media and Entertainment” at USC. Van Lier is a sought-after speaker and has delivered presentations to global audiences on topics that include artificial intelligence, deepfakes, rights of publicity, copyright and the entertainment guilds.

She earned her J.D. from Washington University School of Law in St. Louis and returned to graduate studies in 2016, earning an LLM in Innovation, Technology and the Law through the University of Edinburgh (Scotland), where her dissertation focused on the threat posed by deepfakes.



More recently, she earned an MBA from Oxford Brookes University (England). She also holds a B.A. in Japanese Language, Literature and Cultural Studies from UC Santa Barbara and still speaks conversational Japanese.

## FRED GRINSTEIN

Co-Founder, Machine Cinema  
AI Strategist | Former VP Development, Viceland

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Fred Grindstein is a media executive and producer based in Los Angeles with deep experience in film and television. He co-founded Machine Cinema to bridge traditional content and the new creator economy.

Previously, he served as Head of Non-Fiction Programming at Anonymous Content, overseeing projects including “Undercurrent: The Disappearance of Kim Wall” (HBO), “At the Ready” (2021 Sundance), and “Murders Before the Marathon” (Hulu).

His independent producing credits include the Oscar-shortlisted “Hidden Letters” (2023) and “Lowndes County and the Road to Black Power” (2022 Tribeca). Earlier in his career, he was VP of Development during the launch of Viceland, working with Spike Jonze, and spent five years as Senior Director of Programming at A&E.



## NOTES

## NOTES





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