



## BREAKING NEWS

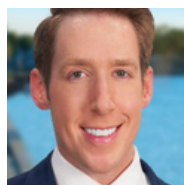
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June 21, 2021

# Supreme Court NCAA ruling paves way for college athletes to be paid as Florida law looms

Name, image and likeness legislation takes effect in Florida and a handful of other states on July 1.

Brandon Wimbush and Ayden Syal are prepared to assist athletes in building their brands with MOGL.



Josh Sidorowicz  
@joshWTSP



It's the reason Wimbush and his friend Ayden Syal, a fellow Notre Dame grad, [launched MOGL Inc.](#), a Florida-based online agency designed to match college athletes with local businesses.

Syal said athletes will effectively be their own agents and will be able to connect with smaller businesses in or near their colleges or hometowns.

"We're really on a mission to empower all athletes in the NIL era, not just the Trevor Lawrences of the world," Syal said. "We're really going to be focused on the college marketplaces in which these athletes are actually competing."

Syal and Wimbush say they're optimistic a widespread change regarding student-athlete pay is coming soon.

South Florida attorney Darren Heitner, who helped write Florida's NIL law, says while the Supreme Court's ruling did not address the broader compensation issue, it opens the floodgates.

"The justices have taken a very strong stance against providing the NCAA with any sort of anti-trust exemption, in fact, indicating the NCAA needs to be very careful so as not to ... limit opportunities," Heitner told 10 Tampa Bay. "I think the clock is certainly ticking."

[Watch and read the full interview](#)