**NCAA Players against EA Games**

**Case Facts:**

EA made avatars in their NCAA games that matched current players on the teams they play for, including exact height weight and athletic abilities.

EA has been making NCAA Games since 2003 that consist of these avatars with likely characteristics of NCAA Athletes.

In 2009 Ed O’Bannon filed the first antitrust lawsuit against Collegiate Licensing Company for restricting the players for marketing themselves and able to receive incentives to play, while the Collegiate Licensing Company used athletes to make a profit violating the antitrust law. This and many other athletes filed after O’Bannon for the same sort of lawsuits.

**Issue:**

The issue in this case is that a small percentage of NCAA athletes aren’t being paid for using their names and their schools, and the owners of EA games and the Collegiate Licensing Company are making profit off of these athlete’s successful careers.

**Rule:**

The Antitrust law in The Sherman Act outlaws "every contract, combination, or conspiracy in restraint of trade," and any "monopolization, attempted monopolization, or conspiracy or combination to monopolize."( <https://www.ftc.gov/tips-advice/competition-guidance/guide-antitrust-laws/antitrust-laws>) Shows us that EA Games didn’t give them an equal contract allowing them to be able to be profitable off of their contributions to the NCAA.

**Application:**

The Defendant E.A. Games argues that they shouldn’t have to pay our because the NCAA has rules preventing athletes from receiving funds. This violates the Antitrust laws and prevents them from giving consent to use their names, images and likenesses.

**Conclusion:**

E.A. Games has to settle because they are making a gain off of someone else’s talents and abilities and has to settle for $60 million. The plaintiff will have their legal fees paid out for their suit as well.