Division: I

Legislative Cite: 22.2.4

Title: Name, Image and Likeness Clearinghouse Review -- Agreements With Associated Entities or Individuals.

Text:

22.2.4 Name, Image and Likeness Clearinghouse Review -- Agreements With Associated Entities or Individuals. [S] The name, image and likeness clearinghouse shall review all reported noninstitutional name, image and likeness contracts or payment terms submitted by student-athletes once all reporting requirements have been met (see Bylaw 22.2.2) to determine whether an associated entity or individual, including a noninstitutional payor, is involved. If an associated entity or individual is involved, the NIL clearinghouse shall determine whether the contract or payment terms are for a valid business purpose related to the promotion or endorsement of goods or services provided to the general public for profit, with compensation at rates and terms commensurate with compensation paid to similarly situated individuals with comparable name, image and likeness value who are not prospective student-athletes or student-athletes of the institution. *(Adopted: 6/6/25 effective 7/1/25 any contracts or payment terms for a third party's use of a student-athlete's NIL executed on or after 6/6/25, and agreements executed before 6/6/25 with payments to be made on or after 7/1/25 are subject to the applicable reporting requirements and name, image and likeness clearinghouse review)*

Proposals

Proposal Number	Title
ER-2025-8	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- DIRECT PAYMENTS, REPORTING REQUIREMENTS AND ENFORCEMENT AUTHORITY
2025-16	NAME, IMAGE AND LIKENESS ACTIVITIES -- CLEARINGHOUSE REVIEW -- AGREEMENTS WITH ASSOCIATED ENTITIES OR INDIVIDUALS -- GUIDANCE ON PROPOSED AGREEMENT AND OPTIONS REGARDING IMPERMISSIBLE TERMS
2025-12	NAME, IMAGE AND LIKENESS ACTIVITIES -- IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT