Division: I

Legislative Cite: 22.1.1

Title: Institutional Involvement in Student-Athlete Name, Image and Likeness Activities.

Text:

22.1.1 Institutional Involvement in Student-Athlete Name, Image and Likeness Activities. [S] An institution or an entity owned, controlled, funded or operated by the institution may: *(Adopted: 4/18/24, Revised: 6/6/25 effective 7/1/25, 8/5/25)*

(a) Enter into a written license and/or endorsement agreement for the use of a student-athlete's name, image or likeness, or other rights, other than a license or agreement that authorizes payment for the right to use a student-athlete's name, image or likeness for a broadcast of collegiate athletic games or competitive athletic events, for a period not to exceed the student-athlete's period of eligibility (see Bylaw 12.6), provided the agreement does not provide for payments to a third party on the student-athlete's behalf. However, if an institution and a student-athlete agree to the institution's use of the student-athlete's name, image or likeness to promote its academic or athletics program in content created while the student-athlete is enrolled, the institution may, pursuant to the agreement, continue the use of such content after the student-athlete's eligibility has expired; and

(b) Act as a marketing agent for a student-athlete with respect to noninstitutional name, image or likeness contracts. A parent, guardian, lawyer, or other competent representative may assist the student-athlete in discussions regarding entering into an exclusive or nonexclusive license or endorsement agreement, unless the student-athlete waives in writing the assistance of a parent, guardian, lawyer, or other competent representative.

Proposals

Proposal Number	Title
ER-2025-10	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- APPLICATION OF INJURY OR ILLNESS EXCEPTIONS, EXHAUSTED ELIGIBILITY, AND ACTUAL AND NECESSARY EXPENSES
ER-2025-8	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- DIRECT PAYMENTS, REPORTING REQUIREMENTS AND ENFORCEMENT AUTHORITY
2025-25	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- VALID BUSINESS PURPOSE AND GUARANTEEING THIRD-PARTY NIL
2025-12	NAME, IMAGE AND LIKENESS ACTIVITIES -- IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT
2024-3	NAME, IMAGE AND LIKENESS ACTIVITIES -- ROLE OF INSTITUTIONS