Division: I

Legislative Cite: 22.1.3

Title: Involvement of Associated Entities or Individuals in Student-Athlete Name, Image and Likeness Activities.

Text:

22.1.3 Involvement of Associated Entities or Individuals in Student-Athlete Name, Image and Likeness Activities. [S] An associated entity or individual shall not enter into an agreement with or provide payment to a prospective student-athlete or student-athlete unless the agreement or payment terms, as determined by the name, image and likeness clearinghouse, 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. Raising money to induce student-athletes to attend or participate in intercollegiate athletics at an institution does not satisfy the valid business purpose requirement for making NIL payments to student-athletes. *(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, Revised: 9/2/25)*

Proposals

Proposal Number	Title
2025-25	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- VALID BUSINESS PURPOSE AND GUARANTEEING THIRD-PARTY NIL
2025-24	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- NIL ACTIVITY VALID BUSINESS PURPOSE AND FACILITATION OF PAYMENTS
2025-12	NAME, IMAGE AND LIKENESS ACTIVITIES -- IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT