Division: I

Legislative Cite: 22.1.3.3

Title: Deployment of Rights as a Valid Business Purpose.

Text:

> **22.1.3.3 Deployment of Rights as a Valid Business Purpose. [S]** An NIL agreement or payment with an associated entity or individual must include direct activation of the student-athlete's name, image and likeness rights. In other words, the acquisition of such rights without reasonable specificity of the NIL activation (e.g., description of the specific group licensing categories, the student-athlete's obligations related to the activation, timing and ultimate use of the student-athlete's NIL) may not satisfy the requirements for payments by associated entities or individuals. *(Adopted: 10/1/25)*

Proposals

Proposal Number	Title
2025-25	IMPLEMENTATION OF HOUSE V. NCAA SETTLEMENT -- VALID BUSINESS PURPOSE AND GUARANTEEING THIRD-PARTY NIL