

# Uniform College Athlete Name, Image, or Likeness Act

drafted by the

NATIONAL CONFERENCE OF COMMISSIONERS  
ON UNIFORM STATE LAWS

and by it

APPROVED AND RECOMMENDED FOR ENACTMENT  
IN ALL THE STATES

at its

ANNUAL CONFERENCE  
MEETING IN ITS ONE-HUNDRED-AND-THIRTIETH YEAR  
MADISON, WISCONSIN  
JULY 10–15, 2021



*WITH PREFATORY NOTE AND COMMENTS*

Copyright © 2021

By

NATIONAL CONFERENCE OF COMMISSIONERS  
ON UNIFORM STATE LAWS

October 8, 2021

## ABOUT ULC

The **Uniform Law Commission** (ULC), also known as National Conference of Commissioners on Uniform State Laws (NCCUSL), now in its 130th year, provides states with non-partisan, well-conceived and well-drafted legislation that brings clarity and stability to critical areas of state statutory law.

ULC members must be lawyers, qualified to practice law. They are practicing lawyers, judges, legislators and legislative staff and law professors, who have been appointed by state governments as well as the District of Columbia, Puerto Rico and the U.S. Virgin Islands to research, draft and promote enactment of uniform state laws in areas of state law where uniformity is desirable and practical.

- ULC strengthens the federal system by providing rules and procedures that are consistent from state to state but that also reflect the diverse experience of the states.
- ULC statutes are representative of state experience, because the organization is made up of representatives from each state, appointed by state government.
- ULC keeps state law up-to-date by addressing important and timely legal issues.
- ULC's efforts reduce the need for individuals and businesses to deal with different laws as they move and do business in different states.
- ULC's work facilitates economic development and provides a legal platform for foreign entities to deal with U.S. citizens and businesses.
- Uniform Law Commissioners donate thousands of hours of their time and legal and drafting expertise every year as a public service, and receive no salary or compensation for their work.
- ULC's deliberative and uniquely open drafting process draws on the expertise of commissioners, but also utilizes input from legal experts, and advisors and observers representing the views of other legal organizations or interests that will be subject to the proposed laws.
- ULC is a state-supported organization that represents true value for the states, providing services that most states could not otherwise afford or duplicate.

## **Uniform College Athlete Name, Image, or Likeness Act**

The Committee appointed by and representing the National Conference of Commissioners on Uniform State Laws in preparing this act consists of the following individuals:

DALE G. HIGER	Idaho, <i>Chair</i>
LEVI J. BENTON	Texas, <i>Vice Chair</i>
ROBERT G. BAILEY	Missouri
JERRY L. BASSETT	Alabama
TERRY J. CARE	Nevada
ALBERTO R. GONZALES	Tennessee
BECKY HARRIS	Nevada
H. LANE KNEEDLER	Virginia
HARVEY S. PERLMAN	Nebraska
MARTHA T. STARKEY	Indiana
ROBERT A. STEIN	Minnesota
TREGARRICK TAYLOR	Alaska
CAM WARD	Alabama, <i>Division Chair</i>
CARL H. LISMAN	Vermont, <i>President</i>

### **Other Participants**

GABRIEL FELDMAN	Louisiana, <i>Reporter</i>
KARIN PAPARELLI	Tennessee, <i>American Bar Association Advisor</i>
STEVEN L. WILLBORN	Nebraska, <i>Style Liaison</i>
TIM SCHNABEL	Illinois, <i>Executive Director</i>

Copies of this act may be obtained from:

NATIONAL CONFERENCE OF COMMISSIONERS  
ON UNIFORM STATE LAWS  
111 N. Wabash Ave., Suite 1010  
Chicago, IL 60602  
(312) 450-6600  
[www.uniformlaws.org](http://www.uniformlaws.org)

# **Uniform College Athlete Name, Image, or Likeness Act**

## **Table of Contents**

Prefatory Note.....	1
Section 1. Title.....	4
Section 2. Definitions.....	4
Section 3. Scope.....	7
Section 4. Rulemaking Authority .....	7
Section 5. Name, Image, or Likeness Activity and Compensation; Limit on Institution, Conference, and Athletic Association.....	7
Section 6. Limit on Name, Image, or Likeness Activity and Compensation.....	8
Section 7. Institution, Conference, and Athletic Association Involvement.....	10
Section 8. Required Disclosures .....	11
Section 9. Registration as a Name, Image, or Likeness Agent; Duties; [Fee Arrangements] .....	13
[Section 10. Registration as a Third Party] .....	14
[Section 11. Application for Registration as Third Party] .....	15
[Section 12. Third-Party Certificate of Registration] .....	17
[Section 13. Limitation, Suspension, Revocation, or Nonrenewal].....	19
[Section 14. Temporary Registration of Third Party] .....	19
[Section 15. Fees].....	19
Section 16. Prohibited Conduct by Third Party .....	19
Section 17. Civil Remedy .....	20
Section 18. Civil Penalty.....	21
Section 19. Uniformity of Application and Construction.....	22
Section 20. Relation to Electronic Signatures in Global and National Commerce Act.....	22
[Section 21. Severability].....	22
[Section 22. Repeals; Conforming Amendments] .....	22
Section 23. Effective Date .....	22

## **Uniform College Athlete Name, Image, or Likeness Act**

### **Prefatory Note**

Intercollegiate sports have grown into a billion dollar industry, with massive television deals, multi-million dollar coaching contracts, extravagant facilities, and lucrative commercial licensing agreements. At the same time, there has been massive growth over the last several years in the opportunities for individuals to monetize the use of their name, image, or likeness (NIL). Although the traditional models of licensing NIL through broadcast and media are still lucrative options for high-end celebrities and athletes, social media channels have created potential opportunities for a much broader set of individuals and created “social influencers” who are able to effectively reach mobile and social media audiences. Many of these influencers are college or high school students. Studies estimate that within five years—as key demographics continue to consume more of their content through social media channels rather than television—brands will spend between \$5 and \$10 billion globally on social influencer marketing per year. See [mediakix.com/blog/influencer-marketing-industry-ad-spend-chart](https://mediakix.com/blog/influencer-marketing-industry-ad-spend-chart).

Despite the rapid escalation of the commercialization of intercollegiate sports and the increased opportunities for monetization of celebrity NIL, the benefits provided to college athletes remained relatively limited and restricted by the National College Athletic Association (NCAA) and other governing body rules. In an attempt to modernize the rules and provide greater rights for college athletes, while also maintaining the unique nature of intercollegiate sports, more than 40 states have introduced or enacted legislation that would permit college athletes to receive compensation from third parties for the use of their NIL. Additionally, several bills have been introduced at the federal level that would permit college athletes to receive NIL compensation. As of October 5, 2021, 36 states have enacted NIL laws and 24 of these laws became effective on July 1, 2021. On June 30<sup>th</sup>, 2021, the NCAA announced a new NIL Interim Policy that permits college athletes to “engage in NIL activities that are consistent with the law of the state where the school is located,” and allows “[c]ollege athletes who attend a school in a state without an NIL [to] engage in NIL activity without violating NCAA rules relating to NIL.” Institutions that are located in states without NIL laws were given permission to create their own NIL policies, as long as the policies prohibited NIL compensation to be used for pay-for-performance or as a recruiting inducement.

This fragmented NIL regulatory landscape has led to inconsistencies in institutional NIL policies and confusion among athletes, coaches, and administrators, even across schools within an individual conference. As one of many examples, the Athletic Coast Conference encompasses four states with disparate NIL state laws, two states with differing NIL executive orders, and four states with no NIL state legislation at all. Although the state laws share many similarities, there are significant differences among the laws that create inconsistent and conflicting NIL regulations across states. For example, some state laws expressly prohibit college athletes from using the marks and logos of their institution during NIL activity, while other states permit such use. Some state laws expressly prohibit institutional involvement in college athlete NIL activity, while other states implicitly permit institutions to arrange or facilitate NIL opportunities for college athletes. Athletes in states without NIL laws have been able to engage in a wide variety of NIL activity that is prohibited under most state laws. The patchwork of state laws has thus led

to disparate NIL benefits and opportunities for college athletes dictated almost entirely by the state law (if any) that governs their institution. These differences may become even more magnified during the upcoming recruiting cycle and influence the enrollment decisions of prospective college athletes.

The decentralized NIL system has also prevented the creation of a uniform mechanism for the oversight, monitoring, and enforcement of college athlete NIL activity (the NCAA Interim NIL Policy states that “[t]he national office will not monitor for violations of, or assess compliance with, state law or institutional NIL policies”) and for educating college athletes about the potential risks and opportunities presented by the new NIL landscape. This lack of enforcement and education has compounded the issues created by the inconsistent NIL laws across states and has heightened the risk that NIL activity will be used as a cover for pay-for-performance or as a recruiting inducement. Without uniform regulation of NIL, it appears increasingly likely that the NCAA and other athletic organizations will be unable to prevent illegitimate NIL activity that threatens to upend the collegiate model of sports.

The lack of uniformity in the state laws also presents significant challenges for the NCAA and other athletic associations. The importance of having a uniform set of rules governing intercollegiate athletic competitions is well established, as is the notion that intercollegiate athletic associations cannot effectively function as a national association of college sports if it is required to adopt conflicting or inconsistent rules from different states. The proliferation of inconsistent state laws also highlights the risk of instability for the NCAA and other intercollegiate governing bodies. Even if the NCAA were to modify its rules to conform with the most permissive state law, a modification to an existing state law or the enactment of a new state law could dramatically change the NIL rules by which institutions can compete and operate. Given the interdependence of the institutions across the country, the impact of a change in one state’s laws could have a ripple effect on schools in other states and the entire NCAA or intercollegiate athletic association. A uniform law across all states would prevent this instability, ensure that schools in each state are playing under the same general rules, and protect the integrity of intercollegiate sports.

The need for uniformity in NIL legislation was highlighted in the September 2021 United States House of Representatives Subcommittee on Consumer Protection and Commerce hearing on “A Level Playing Field: College Athletes’ Rights to their Name, Image, and Likeness,” the first Congressional hearing held since the patchwork of state NIL laws took effect on July 1, 2021. At the hearing, there was unanimous agreement from both Republican and Democratic representatives as well as college athlete and NCAA advocates that uniformity in NIL regulations was necessary. For example, Rep Bilirakis (R-FL) stated:

[T]his is not the first time a patchwork of state laws has caused potential confusion and crippled fair competition. We’re currently seeing this same scenario play out with consumer privacy laws. So, I’m hopeful this hearing highlights the need for Congress to establish a national preemptive framework for NIL and create a true level playing field for all students and educational institutions across the nation. If Congress fails to enact legislation preventing a patchwork of state laws, we will likely see states competing with one another to create the best incentives for students to come to their schools and you know that's going to happen. Again, while I know young people want

to come to the great state of Florida, preferably University of Florida, we must be fair to the hundreds of other universities and colleges across the country that may be a better fit for student-athletes. We have a lot of members here on both sides of the aisle represent different schools and different conferences. And student-athletes will end up being hurt by the lack of clear standards. I think everyone basically testified to that. We all agree of that – on that. So, we need to pass a bill as soon as possible in my opinion.

Similarly, Rep. Pallone (D-NJ) commented that “[d]iffering state laws could create competitive imbalances, foreseeably encouraging collegiate athletes to attend institutions of higher education in states with more lucrative NIL protections.” Rep. McMorris Rodgers (R-WA) noted that “young people still need a clear set of rules and understandable guidelines. This will ensure that her entrepreneurial spirit is rewarded and her passion to market the app she developed is not hindered by a lack of uniform rules.” Rep. McNerney (D-CA) stated that “I’ve heard clearly that uniform NIL regulations are needed as well as a level playing field. So we’ll take that as a sort of starting point.”

Recognizing the need for uniformity across state NIL laws the ULC agreed to draft a uniform act regarding NIL compensation issues in 2020. The Drafting Committee met several times and received valuable input from athlete agents, current and former college athletes, coaches, college athletic department administrators, representatives of the players associations of the National Football League, the National Hockey League, the NCAA, the National Federation of High Schools, the NAIA, and other stakeholders. These stakeholders unanimously confirmed and emphasized the necessity of a uniform state NIL law.

In July 2021, the Uniform Law Commission formally approved the Uniform College Athlete Name, Image, or Likeness Act (UCANILA). Many provisions of the UCANILA are similar to provisions found in existing state NIL laws. Like many of the individual state laws, the UCANILA creates a set of rules and restrictions to ensure that college athletes can benefit from the use of their NIL without hurting their eligibility to compete as a college athlete and strikes a balance between providing more rights to college athletes while maintaining the integrity of intercollegiate sports. The UCANILA provides (1) a mechanism for permitting college athletes to receive compensation for their NIL rights; (2) parameters on the types of activity athletes can engage in to protect institutions; (3) parameters on the compensation athletes can receive to protect college athletes and institutions from misuse or abuse of NIL deals; (4) limitations on institution, conference, and athletic association involvement; (5) a disclosure requirement for college athletes; (6) a mechanism for certifying and regulating agents; (7) a mechanism for certifying and regulating third parties who provide compensation to college athletes for the use of their NIL; (8) a right of action for college athletes if their NIL rights are violated; (9) civil penalties for violations of the act.

## **Uniform College Athlete Name, Image, or Likeness Act**

### **Section 1. Title**

This [act] may be cited as the Uniform College Athlete Name, Image, or Likeness Act.

### **Section 2. Definitions**

In this [act]:

(1) “Athletic association” means a nonprofit intercollegiate sport governance association that regulates the eligibility of players and institutions.

(2) “College athlete” means an individual who attends or is eligible to attend an institution and engages in or is eligible to engage in an intercollegiate sport. The term does not include an individual:

(A) participating in a sport in kindergarten through grade 12 or at a youth, preparatory school, recreation, or similar level; or

(B) permanently ineligible to participate in a particular intercollegiate sport for that sport.

(3) “Conference” means a person, other than an athletic association, with the primary purpose of governing the athletic programs of more than one institution.

(4) “Group license” means a name, image, or likeness agreement that covers the name, image, or likeness of more than one college athlete.

(5) “Institution” means a public or private institution of higher education in this state, including a community college, junior college, college, and university.

(6) “Intercollegiate sport” means a sport played at the collegiate level for which eligibility requirements for participation by a college athlete are established by an athletic association. The term does not include a recreational, intramural, or club sport.



(7) “Name, image, or likeness” includes a symbol, word, name, or design that readily identifies a college athlete.

(8) “Name, image, or likeness activity” means licensing, transferring, or other commercial use of a name, image, or likeness.

(9) “Name, image, or likeness agent” means an individual who:

(A) directly or indirectly recruits or solicits a college athlete or, if the athlete is a minor, the athlete’s parent or [guardian], to enter into an agency contract or name, image, or likeness agreement;

(B) enters into an agency contract with an athlete or, if the athlete is a minor, the athlete’s parent or [guardian]; or

(C) directly or indirectly offers, promises, attempts, or negotiates to obtain name, image, or likeness compensation or a name, image, or likeness agreement.

(10) “Name, image, or likeness agreement” means an express or implied agreement, oral or in a record, under which a third party provides name, image, or likeness compensation.

(11) “Name, image, or likeness compensation” means money or other thing of value provided by a third party in exchange for use of a college athlete’s name, image, or likeness.

(12) “Person” means an individual, estate, business or nonprofit entity, public corporation, government or governmental subdivision, agency, or instrumentality, or other legal entity.

(13) “Record” means information:

(A) inscribed on a tangible medium; or

(B) stored in an electronic or other medium and retrievable in perceivable form.

(14) “State” means a state of the United States, the District of Columbia, Puerto Rico, the United States Virgin Islands, or any other territory or possession subject to the jurisdiction of the United States.

(15) “Student” means an individual enrolled at an institution under the rules of the institution.

(16) “Third party” means a person, other than an institution, that offers, solicits, or enters into a name, image, or likeness agreement or offers or provides name, image, or likeness compensation.

***Legislative Note:*** *If a state uses a different term to describe the relationship of guardian, insert that term in paragraph (9) and when “guardian” is used in Sections 10 and 16.*

### **Comment**

The definition of “college athlete” applies to a two-sport athlete who has eligibility remaining in one sport. For example, an individual who has signed a contract to play professional basketball is not a student-athlete in basketball, but is a student-athlete in baseball.

The definition of “name, image, or likeness” includes any form or combination of a college athlete’s name, image, or likeness that readily identifies the athlete, including in visual, graphic, audio, or other forms.

The definition of “name, image, or likeness agent” in Section 2(10)(c) does not include a college athlete who directly or indirectly offers, promises, attempts, or negotiates to obtain name, image, or likeness compensation or a name, image, or likeness agreement for or on behalf of themselves.

The definition of “name, image, or likeness compensation” does not include a scholarship, grant, fellowship, tuition assistance, or other forms of financial aid related to educational expenses.

The definition of “name, image, or likeness compensation” includes compensation provided to, among others, an individual who is in a position to influence a college athlete to enter into a name, image, or likeness agreement or engage in name, image, or likeness activity. This is intended to cover a situation where a payment or promise it made to, among others,

family members, friends, or roommates of college athletes to enlist their services to induce the college athlete to enter into a name, image, or likeness agreement or to engage in name, image, or likeness activity.

### **Section 3. Scope**

(a) This [act] applies only to college athletes and intercollegiate sports.

[(b) This [act] does not apply to a military service academy.]

(c) This [act] does not create an employment relationship between a college athlete and the athlete's institution with respect to the athlete's participation in an intercollegiate sport. This [act] may not be used as a factor in determining whether an employment relationship exists.

***Legislative Note:*** Subsection (b) should be included in a state that has a military service academy.

### **Section 4. Rulemaking Authority**

The [insert name of agency responsible for administering and implementing the Uniform Athlete Agents Act, Revised Uniform Athlete Agents Act, or comparable law, or other appropriate agency] may adopt rules under [cite to state administrative procedure act] to administer and implement this [act].

***Legislative Note:*** The state agency to administer this act may vary from state to state. The name of the appropriate agency should be inserted in the first brackets.

### **Section 5. Name, Image, or Likeness Activity and Compensation; Limit on Institution, Conference, and Athletic Association**

(a) Except as provided in Section 6, this [act] does not limit the ability of a college athlete to engage in name, image, or likeness activity to the extent permitted under other law of this state.

(b) Except as provided in Section 6:

(1) an institution, conference, or athletic association may not:

(A) prevent or restrict a college athlete from:

- (i) receiving name, image, or likeness compensation;
- (ii) entering into a name, image, or likeness agreement;
- (iii) engaging in name, image, or likeness activity;
- (iv) obtaining the services of a name, image, or likeness agent; or
- (v) creating or participating in a group license; or

(B) interfere with the formation or recognition of a collective representative to facilitate or provide representation to negotiate a group license;

(2) an athletic association may not prevent or restrict an institution or college athlete from participating in an intercollegiate sport because the athlete receives name, image, or likeness compensation, enters into a name, image, or likeness agreement, engages in name, image, or likeness activity, or obtains the services of a name, image, or likeness agent; and

(3) receipt of name, image, or likeness compensation may not affect eligibility of a college athlete or the duration, amount, or renewal of an athletic scholarship.

### **Comment**

Section 5(a) is not intended to diminish, enlarge, or modify the underlying right of publicity or related rights provided by other law of this state.

### **Section 6. Limit on Name, Image, or Likeness Activity and Compensation**

(a) Unless the use is permitted under intellectual property law, a college athlete may not include in name, image, or likeness activity an institution, conference, or athletic association name, trademark, service mark, logo, uniform design, or other identifier of athletic performance depicted or included in a media broadcast or related game footage.

(b) Name, image, or likeness compensation or an offer, promise, or solicitation of compensation:

- (1) may not attempt to influence the decision of a college athlete to attend,

continue attending, or transfer to an institution or an institution in a conference;

(2) must represent only compensation for use of the athlete's name, image, or likeness; and

(3) may not include compensation for performance, participation, or service in an intercollegiate sport.

(c) A college athlete may not express or imply that an institution, conference, or athletic association endorses or is otherwise affiliated with the athlete's name, image, or likeness activity.

(d) An institution may adopt a policy to prevent a college athlete from engaging in name, image, or likeness activity that is illegal or, if the institution complies with the same policy with respect to the institution's sponsorships and similar commercial activity, the institution determines has an adverse impact on its reputation. An institution that adopts a policy under this subsection shall disclose the policy and the institution's rationale in a record maintained on the institution's website that is accessible by the public and electronically searchable.

(e) An institution may adopt and enforce rules of conduct relating to name, image, or likeness activity that apply when the college athlete is engaged in an official team activity. An official team activity includes a competition, practice, supervised workout, and community service activity done at the direction of, or supervised by, a member of the institution's coaching or sport staff.

(f) An institution, conference, or athletic association may require a college athlete to waive a name, image, or likeness right associated with promotion, display, broadcast, or rebroadcast of an intercollegiate sport.

### **Comment**

Sections 6(a) and 6(c) are intended to be consistent with intellectual property law and do not permit an athlete to include in name, image, or likeness activity an institution, conference, or

athletic association name, trademark, service mark, logo, uniform design, or other identifier of athletic performance depicted or included in a media broadcast or related game footage if the use is likely to cause confusion about the affiliation, connection, or relationship with the activity, or imply sponsorship or endorsement of the activity by, the institution, conference or association, or is otherwise prohibited under intellectual property law.

Section 6(a) prohibits a college athlete from including in name, image, or likeness activity an institution, conference, or athletic association name, trademark, service mark, logo, uniform design, or other identifier of athletic performance depicted or included in a media broadcast or related game footage unless the use would be permitted under intellectual property law without a license from the owner of the intellectual property, including fair use or nominative use of the trademarked or copyrighted material.

Section 6(d) is intended to prevent an institution from prohibiting a college athlete from engaging in name, image, or likeness activity with a third party or a category of third parties (e.g., sports gambling) if the institution engages in any sponsorship or endorsement activity with that third party or category of third parties.

## **Section 7. Institution, Conference, and Athletic Association Involvement**

(a) An institution, conference, or athletic association may:

(1) assist a college athlete:

(A) in evaluating the permissibility of name, image, or likeness activity, including compliance with law and institution, conference, and association rules;

(B) with the disclosure requirements of Section 8; and

(C) by providing a good-faith evaluation of a name, image, or likeness agent or third party; and

(2) educate the college athlete about name, image, or likeness compensation, agreements, and activity.

(b) An institution may permit a college athlete to use the institution's facilities for name, image, or likeness activity under the same terms and conditions as other students at the institution.

(c) Except as provided in subsection (a), an institution or conference and its employees,

agents, and independent contractors may not:

- (1) provide compensation to a college athlete for the athlete's name, image, or likeness;
- (2) assist, identify, arrange, facilitate, develop, operate, secure, or promote name, image, or likeness activity;
- (3) assist with selecting, arranging for, or providing payment to a name, image, or likeness agent;
- (4) assist with selecting, arranging for, or collecting payment from a third party;
- (5) license, transfer, or otherwise convey to a college athlete the right to use the intellectual property of the institution, conference, or athletic association in name, image, or likeness activity; or
- (6) Except as provided in Section 6(f) or permitted by other law, use, license, or otherwise convey a college athlete's name, image, or likeness for a commercial purpose.

### **Comment**

Section 7(c)(5) is intended to limit the use of institutional, conference, or association marks in name, image, or likeness activity to ensure that name, image, or likeness compensation is not an inducement, represents only consideration for the use of the college athlete's name, image, or likeness, and does not include compensation for performance, participation or service in an intercollegiate sport.

### **Section 8. Required Disclosures**

(a) A college athlete shall provide or disclose to the individual or office designated under subsection (b):

- (1) a copy of a name, image, or likeness agreement that provides name, image, or likeness compensation to the athlete or the athlete's designee in an amount more than \$[300] or, if a record of the agreement does not exist, the amount of name, image, or likeness compensation provided or to be provided, if the amount is more than \$[300];

(2) the amount of name, image, or likeness compensation provided to the athlete or the athlete's designee if the aggregate amount is more than \$[2,000] in a calendar year and a copy of each name, image, or likeness agreement if a record of the agreement exists;

(3) for each agreement or amount that must be provided:

(A) the arrangement for providing compensation;

(B) the amount of compensation;

(C) the identity of and a description of the relationship with the third party;

(D) the activity required or authorized; and

(E) if the athlete is represented by a name, image, or likeness agent, the name of and a description of the agreement with the agent;

(4) a copy of each agreement entered into by the athlete with a name, image, or likeness agent; and

(5) other information required by the [agency designated in Section 4].

(b) An institution shall designate an individual or office to receive the information required by subsection (a).

(c) A college athlete shall provide:

(1) the information required by subsection (a) before the earlier of:

(A) receiving name, image, or likeness compensation required to be disclosed; or

(B) engaging in a name, image, or likeness activity required to be disclosed; and

(2) an update after a change in any of the information, not later than [10] days



after the earlier of the change or the next scheduled athletic event in which the athlete may participate.

(d) If an institution, conference, or athletic association voluntarily, or as required by this [act], adopts a limitation affecting a college athlete's ability to engage in name, image, or likeness activity, the institution shall provide in a record a copy of the limitation on its website that is accessible by the public and electronically searchable and to each athlete the institution expects to participate in an intercollegiate sport:

(1) at or before the time an offer of admission or financial aid is made, whichever is earlier; or

(2) if the limitation is adopted after the athlete is a student at the institution, as soon as practicable after adoption.

(e) A name, image, or likeness agreement must contain a statement that the agreement is the sole, complete, and final agreement between the parties. The statement must be made by:

(1) the college athlete or, if the athlete is a minor, the parent or [guardian] of the athlete;

(2) the third party; and

(3) if a name, image, or likeness agent provided service in connection with the agreement, the agent.

### **Comment**

A college athlete would be required to disclose to a designated third party under Section 8(a) if a third party is designated by the institution, conference, association, or pursuant to federal law. Disclosures made under this section must be made available to the Secretary of State or designated state agency or representative for inspection or review.

### **Section 9. Registration as a Name, Image, or Likeness Agent; Duties; [Fee Arrangements]**

[(a)] A name, image, or likeness agent shall register in this state as an athlete agent under [cite to Uniform Athlete Agents Act or Revised Uniform Athlete Agents Act or other comparable law] before engaging in conduct under this [act].

[(b)] An agreement between a college athlete and a name, image, or likeness agent must have a fee arrangement consistent with the customary practice of the agent's industry and otherwise complying with [cite to Uniform Athlete Agents Act or Revised Uniform Athlete Agents Act or other comparable law]].

***Legislative Note:*** A state should include subsection (b) if it wants to permit oversight of a fee arrangement between a college athlete and a name, image, or likeness agent.

### **Comment**

Section 9(b) prevents a name, image, or likeness agent from charging a fee to a college athlete that is higher than the fee typically charged by agents for similar work.

### **[Section 10. Registration as a Third Party]**

(a) A person shall apply to register as a third party under Section 11 if in a calendar year the person provides or agrees to provide:

(1) more than \$[300] for a name, image, or likeness agreement; or

(2) more than \$[2,000] in the aggregate to college athletes for name, image, or likeness agreements.

(b) For each student who is a college athlete at an institution, a third party shall provide or disclose to the individual or office designated under Section 8(b) the name, image, or likeness compensation and agreements described in subsection (a).

(c) A college athlete or, if the athlete is a minor, the parent or [guardian] of the athlete, may void a name, image, or likeness agreement with a third party if the party fails to comply with subsection (a) or (b).]

**Legislative Note:** *A state should adopt Sections 10 through 15 if it requires registration of third parties.*

**[Section 11. Application for Registration as Third Party]**

(a) Except as provided in subsection (b), a person applying for registration as a third party shall submit an application for registration to the [insert name of agency designated in Section 4] in a form prescribed by the [insert name of agency designated in Section 4]. The application must be signed under penalty of perjury by an authorized representative of the applicant and include:

(1) the name and contact information of the applicant, including telephone number, email address, and, if available, a website address;

(2) the address of the applicant's principal place of business;

(3) identification of each social-media account with which the applicant is affiliated;

(4) a brief description of the type of business and business activity of the applicant;

(5) the name and address of each person that:

(A) is a partner, member, officer, director, manager, or associate of the applicant,

(B) is entitled to a share of profits, income, receipts, or other funds of the applicant; or

(C) directly or indirectly holds an equity interest of at least [five] percent in the applicant;

(6) whether the applicant or a person named under paragraph (5) has been a defendant in a criminal proceeding or respondent in a civil proceeding and, if so, the date of

filing and a brief explanation of each proceeding;

(7) whether the applicant or a person named under paragraph (5) has been adjudicated as bankrupt or has filed for bankruptcy;

(8) whether conduct of the applicant or a person named under paragraph (5) has caused:

(A) a college athlete to be sanctioned, suspended, or declared ineligible to participate in an intercollegiate sport; or

(B) an institution to be sanctioned;

(9) whether a registration as a third party by the applicant or a person named under paragraph (5) has been denied, suspended, abandoned, or not renewed;

(10) each state in which the applicant currently is registered or has applied to be registered as a third party; and

(11) other information required by [insert name of agency designated in Section 4].

(b) A person registered as a third party in another state may apply for registration as a third party in this state by submitting to the [insert name of agency designated in Section 4]:

(1) a copy of the application for registration in the other state;

(2) a statement that identifies any material change in the information on the application or verifies there is no material change in the information, signed under penalty of perjury; and

(3) a copy of the certificate of registration from the other state.

(c) Subject to Section 12(b), the [insert name of agency designated in Section 4] shall issue a certificate of registration to a person that applies for registration under subsection (b) if

the [insert name of agency designated in Section 4] determines:

- (1) the application and registration requirements of the other state are substantially similar to or more restrictive than this [act]; and
- (2) the registration has not been revoked or suspended and no action involving the person's conduct as a third party is pending against the person or the person's registration in any state.

(d) In implementing subsection (c), the [insert name of agency designated in Section 4] shall:

- (1) cooperate with agencies in other states that register third parties to develop a common registration form;
- (2) determine which states have laws that are substantially similar to or more restrictive than this [act]; and
- (3) exchange information, including information related to actions taken against third parties or their registrations, with those agencies.]

### **Comment**

Section 11 is intended to provide a true reciprocal registration provision in that if a person registered in one state applies for registration in a second state, the second state is required to grant the registration if it determines the law in the first state is the same or more restrictive than the law in the second state, the registration is in good standing, and no proceeding involving the person's conduct as a third party is pending in any state in which the person is registered.

A central registration point with a single form is the easiest way to facilitate the reciprocal registration provisions of subsection (b). Subsection (c) encourages the administrative agencies to which the enforcement of the act is delegated to cooperate with agencies from other states to that end. It is recognized there are substantial obstacles to a central registration office, not the least of which is cost. If it is not possible or feasible to create a central registration point, agencies are encouraged to develop and adopt a common registration form.

### **[Section 12. Third-Party Certificate of Registration]**

(a) Except as provided in subsection (b), the [insert name of agency designated in Section 4] shall issue a certificate of registration to a person that applies for registration under and complies with Section 11(a).

(b) The [insert name of agency designated in Section 4] may refuse to issue a certificate of registration to an applicant under Section 11(a) if the [insert name of agency designated in Section 4] determines that the applicant has engaged in conduct that has a significant adverse impact on the reputation of a college athlete or the athlete's institution, conference, or athletic association. In making the determination, the [insert name of agency designated in Section 4] shall consider whether the applicant has:

(1) pleaded guilty or no contest to, has been convicted of, or has charges pending for a crime that, if committed in this state, would involve moral turpitude or be a felony;

(2) made a materially false, misleading, deceptive, or fraudulent representation in the application or as a third party;

(3) engaged in conduct prohibited by Section 16;

(4) engaged in conduct that has caused:

(A) a college athlete to be sanctioned, suspended, or declared ineligible to participate in an intercollegiate sport; or

(B) an institution to be sanctioned; or

(5) engaged in conduct that reflects adversely on the applicant's credibility, honesty, or integrity.

(c) A third party registered under subsection (a) may apply to renew the registration by submitting an application for renewal in a form prescribed by the [insert name of agency designated in Section 4]. An authorized representative of the applicant must sign the application

under penalty of perjury and include updated information on all matters required in an initial application for registration.]

### **[Section 13. Limitation, Suspension, Revocation, or Nonrenewal**

The [insert name of agency designated in Section 4] may suspend, revoke, or refuse to renew a registration under Section 12(c) for a reason that would justify refusal to issue a certificate of registration under Section 12(b).]

### **[Section 14. Temporary Registration of Third Party**

The [insert name of agency designated in Section 4] may issue a temporary certificate of registration as a third party while an application for registration or renewal of registration is pending.]

### **[Section 15. Fees**

(a) An application for registration or renewal of registration as a third party must be accompanied by a fee of:

(1) \$[200] for an initial application for registration;

(2) \$[100] for registration based on a certificate of registration issued by another state; or

(3) \$[50] for an application for renewal of registration.

(b) The [insert name of agency designated in Section 4] by rule under Section 4 may modify the fees under subsection (a).]

### **Comment**

The amount of fees is left for each state to determine.

### **Section 16. Prohibited Conduct by Third Party**

A third party may not intentionally:

(1) give materially false or misleading information or make a materially false promise or representation with the intent to influence a college athlete, parent or [guardian] of the athlete, or another person to enter into a name, image, or likeness agreement, receive name, image, or likeness compensation, or engage in name, image, or likeness activity;

(2) provide anything of value to a college athlete or another person except as permitted under this [act], if to do so may result in loss of the athlete's eligibility to participate in the athlete's sport; [or]

(3) predate or postdate a name, image, or likeness agreement[;

(4) unless registered under this [act], initiate contact, directly or indirectly, with a college athlete or, if the athlete is a minor, a parent [or guardian] of the athlete, to recruit or solicit the athlete, parent, or [guardian] to enter a name, image, or likeness agreement, receive name, image, or likeness compensation, or engage in name, image, or likeness activity;

(5) fail to apply for registration under Section 11; or

(6) provide materially false or misleading information in an application for registration or renewal of registration].

***Legislative Note:*** A state should include the bracketed language in paragraphs (4) through (6) only if the state includes optional Sections 11 through 15 that provide for third-party registration.

## **Section 17. Civil Remedy**

(a) An institution or college athlete has a cause of action for damages against a name, image, or likeness agent or third party if the institution or athlete is adversely affected by an act or omission of the agent or third party in violation of this [act]. An institution or athlete is adversely affected by an act or omission of the agent or third party only if, because of the act or omission, the institution or athlete:



(1) is sanctioned, suspended, or declared ineligible to participate in an intercollegiate sport; or

(2) suffers financial damage.

(b) A college athlete has a cause of action under this section only if the athlete was a student at an institution at the time of the act or omission.

(c) In an action under this section, a prevailing plaintiff may recover [actual] [treble] damages, [punitive damages,] reasonable attorney's fees, court costs, and other reasonable litigation expenses.

[(d) A violation of this [act] is a violation of and enforceable under [cite to state consumer protection or unfair trade practice law].]

**Legislative Note:** *A state that permits amendment by reference and has an unfair trade practice or consumer protection law that provides for civil enforcement by a state agency or person, including a competitor, should replace the bracketed language in subsection (d) with a citation to the state consumer protection or unfair trade practice law. A state that has an unfair trade practice or consumer protection law but does not permit amendment by reference should delete subsection (d) and make appropriate amendments to its unfair trade practice or consumer protection law. A state that does not have an unfair trade practice or consumer protection law should delete subsection (d) and substitute language providing for civil enforcement by a state agency, affected member of the public, or a competitor.*

### **Comment**

This Section does not preclude an individual from bringing other causes of action that might arise independently from this act, including, but not limited to, a claim for breach of contract or a violation of intellectual property rights.

### **Section 18. Civil Penalty**

The [Attorney General] [and] [insert name of the agency designated in Section 4] may assess a civil penalty against a name, image, or likeness agent or third party not to exceed \$[50,000] for a violation of this [act].

**Legislative Note:** *A state may authorize the Attorney General or another state official, or the agency designated in Section 4, or both, to enforce this section.*

## **Section 19. Uniformity of Application and Construction**

In applying and construing this uniform act, a court shall consider the promotion of uniformity of the law among jurisdictions that enact it.

## **Section 20. Relation to Electronic Signatures in Global and National Commerce Act**

This [act] modifies, limits, or supersedes the Electronic Signatures in Global and National Commerce Act, 15 U.S.C. Section 7001 et seq.[, as amended], but does not modify, limit, or supersede 15 U.S.C. Section 7001(c), or authorize electronic delivery of any of the notices described in 15 U.S.C. Section 7003(b).

**Legislative Note:** *It is the intent of this act to incorporate future amendments to the cited federal law. A state in which the constitution or other law does not permit incorporation of future amendments when a federal statute is incorporated into state law should omit the phrase, “as amended”. A state in which, in the absence of a legislative declaration, future amendments are incorporated into state law also should omit the phrase.*

## **[Section 21. Severability**

If a provision of this [act] or its application to a person or circumstance is held invalid, the invalidity does not affect another provision or application that can be given effect without the invalid provision.]

**Legislative Note:** *Include this section only if the state lacks a general severability statute or a decision by the highest court of the state adopting a general rule of severability.*

## **[Section 22. Repeals; Conforming Amendments**

(a) . . .

(b) . . .]

**Legislative Note:** *A state should repeal an existing state law on name, image or likeness agreements for college athletes.*

## **Section 23. Effective Date**

This [act] takes effect . . .