



This document is an initial draft of a question-and-answer document associated with NCAA Division I Proposal No. 2025-35. All items contained within are subject to revision and change.

**NCAA Division I Proposal No. 2025-35 – Name, Image and Likeness Activities – Use of Commercial Trademarks or Logos on Equipment, Uniforms and Apparel – Additional Trademarks or Logos
Question and Answer Document
Updated 11/21/2025**

This document contains questions and answers to assist the NCAA membership in its understanding of NCAA Division I Proposal No. 2025-35.

Question No. 1: What is the effective date of Proposal No. 2025-35?

Answer: The effective date of Proposal No. 2025-35 is August 1, 2026.

Question No. 2: What are examples of equipment?

Answer: Equipment includes, but is not limited to, shoes, skates, helmets, masks, hats and other headcovers, gloves, bats, goggles, skis, shoulder pads, back plates, mouthguards, sticks, poles, clubs, umbrellas, racquets and golf bags, balls and towels.

Question No. 3: What are examples of uniforms and apparel?

Answer: Uniform and apparel includes, but is not limited to, the following items: jerseys, racing bibs, socks, warmups, headbands, t-shirts, singlets, swimsuits, shorts, pants, leotards, wristbands, visors, hats, caps, tri-suits, pinnies, swimming towels and towels worn by student-athletes while participating in competition.

Question No. 4: Does Proposal No. 2025-35 address manufacturer or distributor trademarks or logos on uniforms and apparel used in competition and pregame and postgame activities?

Answer: Yes, it increases the maximum size of the one permissible manufacturer or distributor trademark or logo to four square inches in area (rectangle, square, parallelogram), including any additional material (e.g., patch) surrounding the trademark or logo.

Question No. 5: If adopted, may manufacturer or distributor trademarks and logos on equipment used by a student-athlete in competition and pregame and postgame activities be different than the normal label or trademark, as it appears on items sold to the general public?

Answer: No.

Question No. 6: Does Proposal No. 2025-35 address laundry labels that appear on the outside of uniforms and apparel used by student-athletes in competition and pregame and postgame activities?

Answer: Yes. If adopted, Proposal 2025-35 increases the size of the manufacturer or distributor trademark or logo to four square inches in area (rectangle, square, parallelogram), including any additional material (e.g., patch) surrounding the trademark or logo.

Question No. 7: Does Proposal No. 2025-35 allow additional commercial or nonprofit trademarks or logos on student-athletes' uniforms and apparel used in non-NCAA championship competition and pregame and postgame activities?

Answer: Yes. The entirety of a student-athlete's uniform and apparel may include up to two additional trademarks or logos during non-NCAA championship competition, up to two additional trademarks or logos during pregame activities for such competition and up to two additional trademarks or logos during postgame activities after such competition.

Question No. 8: Must the commercial or nonprofit trademarks or logos that appear on uniforms and apparel be the same for pregame activities, competition and postgame activities?

Answer: No. For example, a student-athlete may wear apparel with two commercial logos during pregame warmups, two different logos during competition, and a third set of logos during a postgame press conference.

Question No. 9: Does Proposal No. 2025-35 allow additional commercial or nonprofit trademarks or logos on equipment used by student-athletes in non-NCAA championship competition and pregame and postgame activities?

Answer: Yes. One additional trademark or logo that appears on a single piece of equipment used by student-athletes in non-NCAA championship competition and pregame and postgame activities is permissible. A student-athlete may not use equipment that includes an additional trademark or logo on multiple pieces of equipment (e.g., shoe and helmet).

Question No. 10: If an equipment item includes multiple pieces (e.g., pair of shoes), how does the limitation on trademarks and logos apply?

Answer: The reference to one additional commercial or nonprofit trademark or logo refers to one singular logo on one singular piece of equipment used by the student-athlete in total. For example, an additional trademark or logo could

appear on one shoe, and no additional logos may appear on any other piece of equipment (e.g., the other shoe, helmet) used by the student-athlete.

Question No. 11: Does Proposal No. 2025-35 restrict the use of institutional or conference logos?

Answer: No. However, if the institution or conference logo incorporates any commercial mark or logo, it is classified as a commercial logo and must be treated in accordance with the commercial logo restrictions. [See NCAA Bylaw 22.4.4 (title-sponsor recognition) for competition with a corporate sponsor, such as bowl games.]

Question No. 12: May equipment, uniforms or apparel used by a student-athlete in competition and pregame and postgame activities bear a design element similar to the manufacturer's trademark or logo that is in addition to another trademark/logo that is contrary to the size restriction?

Answer: No.

Question No. 13: May additional commercial or nonprofit trademarks or logos vary from student-athlete to student-athlete on the same team?

Answer: No. Logos and trademarks shall be placed in a consistent manner on the equipment, uniform and apparel used by each student-athlete during competition and pregame and postgame activities.

Question No.14: Must the commercial or nonprofit trademarks or logos that appear on different uniforms (e.g., home and away) be consistent?

Answer: No.

Question No. 15: Does Proposal No. 2025-35 apply to practice activities?

Answer: No. There are no legislated restrictions on trademarks or logos that appear on equipment, uniforms and apparel used by student-athletes during practice activities.

Question No. 16: Does Proposal No. 2025-35 apply to student-athletes who do not compete (e.g., in the bench area)?

Answer: Yes.

Question No. 17: Does Proposal No. 2025-35 apply to bench personnel (e.g., coaches) and nonstudent-athlete participants (e.g., cheer, mascot)?

Answer: No. The restrictions on trademarks and logos do not apply to bench personnel and nonstudent-athlete participants during non-NCAA championship competition or pregame and postgame activities related to such competition. Bylaws 31.1.7. and 31.1.8 address logo restrictions for bench personnel and noncompeting participants during NCAA championships.

Question No. 18: Must commercial or nonprofit trademarks or logos be consistent across all sports sponsored by the institution?

Answer: No.

Question No. 19: Will playing rules address placement of commercial or nonprofit trademarks or logos on uniforms and the additional trademark or logo on equipment?

Answer: Yes. Institutions should consult the playing rules of particular sports when considering whether a logo's placement is permissible.

Question No. 20: How does the limitation on commercial or nonprofit trademarks and logos apply to equipment (e.g., game balls) shared by all participants in the competition, playing surfaces and officials' uniforms?

Answer: The use of trademarks or logos on playing surfaces and officials' uniforms in competition will continue to be addressed by sport playing rules.

Question No. 21: Does Proposal No. 2025-35 impact NCAA championships?

Answer: Generally, no. The only change is that the size of the manufacturer trademark or logo may not exceed four square inches. If adopted, uniforms and apparel worn during NCAA championships may include one manufacturer or distributor trademark or logo, up to four square inches in area (rectangle, square, parallelogram) including any additional material (e.g., patch) surrounding the trademark or logo. A review of NCAA championship administration policies and sponsorship contracts for use of additional commercial and nonprofit logos on uniforms, apparel and equipment used by student-athletes, bench personnel (e.g., coaches) and nonstudent-athlete participants (e.g., cheer, mascot), playing surfaces and officials' uniforms in NCAA championships will be conducted separately.