



Name, Image and Likeness

WHAT STUDENT-ATHLETES SHOULD KNOW

What “Name, Image and Likeness” Means

NAME



IMAGE



LIKENESS



EXAMPLES OF NIL-RELATED ACTIVITIES

- Autographs
- Personal appearances (speeches, commercial establishments)
- Promoting a business
- Sale of merchandise with name, image or likeness
- Social media endorsements
- Representation in video games

These three elements make up a legal concept known as “Right of Publicity.”

Who Makes the Rules

The NCAA is a membership-led association, so leaders from more than **1,200 member colleges, universities and conferences make the rules.**



The Current Rules for NCAA Student-Athletes

The regulations on how student-athletes use their name, image and likeness vary among the three divisions. Check with the compliance office at a member school or conference for a complete explanation of the rules.

DIVISION I

In general, a Division I student-athlete may not use their name, image or likeness to promote or endorse a commercial product or service, even if he or she is not paid to participate in the activity.

*Since 2015, over 98% of waivers submitted to allow student-athletes to use their name, image or likeness to promote a nonathletically related business or product have been approved.

DIVISIONS II AND III

In general, Divisions II and III student-athletes may use their name, image or likeness in promotional activities not related to athletics, including promoting or endorsing commercial products or services.

The student-athlete may be paid for participating in these activities under certain conditions – for example, when payment is not based on the individual’s involvement in athletics.

In all divisions, there are several exceptions that allow the use of a student-athlete’s name, image or likeness in promotional activities, provided student-athletes are not paid. These include charitable, educational or nonprofit promotions; media activities; national governing body promotions; and camp and congratulatory advertisements.



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What's Happening Now

In October 2019, the NCAA's top governing body directed the NCAA's three divisions to **pursue rules changes that will permit student-athletes to benefit from the use of their name, image or likeness**. This directive from the NCAA Board of Governors is an important step toward change – **but much more work remains to be done**.

Representatives from NCAA member schools and conferences who serve on committees are examining the current rules and, over the next several months, will propose changes. The membership will vote on these rules changes no later than January 2021.

2020

JANUARY

Discussion of general name, image and likeness concepts at the 2020 NCAA Convention.

SPRING

Updates to each division's top committee, composed of college and university presidents and chancellors.

SUMMER

Continued discussion among member schools and feedback on legislative concepts.

FALL

Deadline for submission of 2021 legislative proposals.

2021

JANUARY

Anticipated vote by each division on name, image and likeness rules at the 2021 NCAA Convention.

How Student-Athletes Can Get Involved



1. EDUCATE THEMSELVES.

Read the principles and guidelines issued by the NCAA Board of Governors, available on www.ncaa.org/NIL. Talk to the compliance administrator and others in the athletics department. Ask questions.

2. DISCUSS WITH OTHER STUDENT-ATHLETES.

Generate thoughtful discussion with teammates and members of the school's Student-Athlete Advisory Committee.



3. SHARE FEEDBACK.

The national Student-Athlete Advisory Committee in each division has a seat at the decision-making table, representing all student-athletes. Leverage the SAAC structure — which connects the national SAAC to conference and campus SAACs — to ensure the student-athlete voice is heard.

4. STAY TUNED.

Check back to www.ncaa.org/NIL for more information over the coming months.

