



**Senate Bill No. 20**

**Public Act No. 22-11**

**AN ACT CONCERNING THE NAME, IMAGE AND LIKENESS OF STUDENT ATHLETES.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

Section 1. Subsections (c) and (d) of section 10a-56 of the 2022 supplement to the general statutes are repealed and the following is substituted in lieu thereof (*Effective July 1, 2022*):

(c) Each institution of higher education shall adopt one or more policies regarding student athlete endorsement contracts, [and] employment activities and the use of institutional marks. Such policy or policies shall include provisions for: (1) Requiring a student athlete to disclose and submit a copy to his or her institution of higher education of each endorsement contract, written agreement for employment and representation agreement executed by the student athlete; (2) prohibiting a student athlete from entering into an agreement that conflicts with the provisions of any agreement to which the institution of higher education is a party, provided such institution shall disclose to the student athlete or the student athlete's attorney or sports agent the provisions of the agreement that are in conflict; (3) [prohibiting a student athlete from using or consenting to the use of any institutional marks during such student athlete's performance of the endorsement contract or employment activity; (4)] prohibiting a student athlete's

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performance of the endorsement contract or employment activity from interfering with any official team activities or academic obligations; and [(5)] (4) identifying any prohibited endorsements.

(d) No provision of this section shall be construed to (1) require an institution of higher education or an athletic association or conference, including, but not limited to, the NCAA to compensate a student athlete for use of his or her name, image or likeness; (2) require a student athlete or any other person to compensate an institution of higher education or an athletic association or conference, including, but not limited to, the NCAA for a student athlete's endorsement contract or employment activity that is in accordance with the provisions of subsection (b) of this section; (3) qualify any scholarship that a student athlete receives from an institution of higher education as compensation; (4) qualify a student athlete as an employee of an institution of higher education; (5) require an institution of higher education to take any action in violation of the Discrimination Based on Sex and Blindness Act, 20 USC 1681, et seq., as amended from time to time; (6) prohibit a student athlete from engaging in an employment activity that entails coaching or performing a sport, provided such activity is not related to any intercollegiate athletic program; [or] (7) prohibit an institution of higher education from using a student athlete's name, image or likeness in connection with official team activities; or (8) require an institution of higher education to allow a student athlete to use or consent to the use of any institutional marks.

Sec. 2. (*Effective July 1, 2022*) Not later than January 1, 2023, the Board of Trustees of The University of Connecticut and the Board of Regents for Higher Education shall each submit, in accordance with the provisions of section 11-4a of the general statutes, to the joint standing committee of the General Assembly having cognizance of matters relating to higher education a report concerning the fiscal impact on the public institutions of higher education governed by said boards caused by the policies adopted by each board regarding student athlete

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endorsement contracts, employment activities and the use of institutional marks pursuant to section 10a-56 of the general statutes, as amended by this act. Fiscal impact includes, but is not limited to, any gain or loss of revenue and any costs incurred by such institutions as a result of such policies.