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## OLR Bill Analysis

### SB 20

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

#### **SUMMARY**

This bill eliminates the ban on student athletes using, or consenting to the use of, a higher education institution's institutional marks (i.e., name, logo, trademarks, mascot, unique colors, copyrights, and other defining insignia) when performing an endorsement contract or employment activity.

The bill does not require higher education institutions in the state to allow student athletes to use, or consent to the use of, these marks. But it does require them to adopt at least one policy on their use, as they must already do for endorsement contracts and employment activities.

EFFECTIVE DATE: July 1, 2022

#### **BACKGROUND**

##### ***Student Athlete Compensation***

PA 21-132, § 14, generally allows student athletes enrolled at a higher education institution in the state to (1) earn compensation through an endorsement contract or employment in an activity unrelated to an intercollegiate athletic program and (2) obtain legal or professional representation from an attorney or sports agent through a written agreement, as long as he or she complies with the higher education institution's policy on student athlete endorsement contracts and employment activities.

#### **COMMITTEE ACTION**

Higher Education and Employment Advancement Committee

Joint Favorable

Yea 22    Nay 0    (03/17/2022)