



General Assembly

February Session, 2022

Raised Bill No. 20

LCO No. 502



Referred to Committee on HIGHER EDUCATION AND
EMPLOYMENT ADVANCEMENT

Introduced by:
(HED)

***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:

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2 supplement to the general statutes are repealed and the following is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

4 (c) Each institution of higher education shall adopt one or more
5 policies regarding student athlete endorsement contracts, [and]
6 employment activities and the use of institutional marks. Such policy or
7 policies shall include provisions for: (1) Requiring a student athlete to
8 disclose and submit a copy to his or her institution of higher education
9 of each endorsement contract, written agreement for employment and
10 representation agreement executed by the student athlete; (2)
11 prohibiting a student athlete from entering into an agreement that
12 conflicts with the provisions of any agreement to which the institution
13 of higher education is a party, provided such institution shall disclose
14 to the student athlete or the student athlete's attorney or sports agent

15 the provisions of the agreement that are in conflict; (3) [prohibiting a
16 student athlete from using or consenting to the use of any institutional
17 marks during such student athlete's performance of the endorsement
18 contract or employment activity; (4)] prohibiting a student athlete's
19 performance of the endorsement contract or employment activity from
20 interfering with any official team activities or academic obligations; and
21 [(5)] (4) identifying any prohibited endorsements.

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

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>July 1, 2022</i>	10a-56(c) and (d)

Statement of Purpose:

To remove the prohibition on the use of institutional marks by a student athlete and require institutions of higher education to adopt a policy regarding the use of institutional marks.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]