
OLR Bill Analysis

SB 20 (File 210, as amended by Senate "A")*

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.

The bill requires that the UConn Board of Trustees and the Board of Regents for Higher Education each prepare a report on the fiscal impact (e.g., a revenue gain or loss, or any costs) to their respective higher education institutions caused by the student athlete policies on endorsement contracts, employment activities, and using institutional marks. They must submit the reports to the Higher Education and Employment Advancement Committee by January 1, 2023.

*Senate Amendment "A" adds the reporting requirement on the fiscal impact of adopted student athlete policies.

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)