

OFFICE OF LEGISLATIVE RESEARCH  
PUBLIC ACT SUMMARY



**PA 22-11—SB 20**

*Higher Education and Employment Advancement Committee*

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

**SUMMARY:** This act 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. It correspondingly requires higher education institutions in the state to adopt at least one policy on the use of institutional marks as they must already do for endorsement contracts and employment activities. However, the act does not require that these policies allow student athletes to use, or consent to the use of, these marks.

The act also 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 use of institutional marks. They must submit the reports to the Higher Education and Employment Advancement Committee by January 1, 2023.

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, so long as he or she complies with the higher education institution's policy on student athlete endorsement contracts and employment activities. Each higher education institution is required to adopt policies governing student endorsement and employment.