

Contact: Aimee Claeys

**NAME, IMAGE, AND LIKENESS**

**Action Requested:** Receive a presentation from the universities regarding institutional efforts to educate student-athletes regarding name, image, and likeness.

**Executive Summary:** Name, image, and likeness (NIL) are elements that comprise the legal concept of the “right of publicity.” This is the right of a private individual to control the commercial use of their name, image, and likeness. All individuals hold the right to control the commercial use of their, name, image, and likeness.

For collegiate student-athletes, NIL rights were previously restricted by the National Collegiate Athletic Association (NCAA) as part of its eligibility rules for participation in NCAA-sanctioned athletics. Effective July 1, 2021, the NCAA adopted an interim policy that suspends NCAA rules related to name, image, and likeness. As of July 1, 2021, all Regent student-athletes are permitted to exercise their NIL rights.

At this time, the universities’ primary role with regard to NIL is to provide student-athletes and staff with the educational resources needed to assure a successful transition as the NCAA suspends restrictions related to NIL. Representatives from each University will provide an oral update on how they are educating student-athletes and staff regarding NIL rights and opportunities.