

Bill Summary
1st Session of the 59th Legislature

Bill No.:	SB 840
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Bill Analysis

SB 840 provides that professional representation as it relates to the Student Athlete Name, Image and Likeness Rights Act may be provided by any individual or entity engaged by a student athlete for the purpose of securing compensation or benefits for a student athlete's name, image, or likeness activities. Such individuals shall act as a fiduciary for the represented student athlete. The measure eliminates the terms sponsor and team contract and defines team activities. Collegiate athletic associations are prohibited from hindering any postsecondary institution from identifying, facilitating, enabling, or supporting opportunities for a student athlete to earn compensation for the student athlete's name, image, or likeness activities. Professional representation agreements must be in writing and clearly describe the obligations of the parties. Representatives shall ensure the student athlete discloses the professional relationship to the postsecondary institution. Student athletes are prohibited from using a postsecondary institution's marks for the purpose of securing compensation. Postsecondary institutions are authorized to adopt reasonable time, place, and manner restrictions to prevent a student athlete's name, image, or likeness activities from interfering with team activities, the postsecondary institution's operations, or the use of the institution's facilities.

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