CURRENT NCAA LEGISLATION

- A student-athlete is not permitted to use one’s name, image, or likeness to promote a commercial product.
- A student-athlete’s will be deemed ineligible to compete if one’s name, image, or likeness is used in such a way.
- But the NCAA does have a legislative relief process to allow a student-athlete to use one’s name, image, or likeness to promote one’s own nonathletically related business.
- A student-athlete looking to promote a nonathletically related business must work with the Compliance Office to go through the legislative relief process.

NIL FLOWCHART

Does your potential business have any relation to athletics in any way?

- Yes
  - Launch after exhausting eligibility

- A little bit
  - Check with the Compliance Office

- Not sure
  - Work with the Compliance Office on the NCAA waiver process

- No
  - Launch after successful NCAA waiver

Follow stipulations including not referencing one’s involvement in college athletics.