

1 ENGROSSED SENATE  
2 BILL NO. 840

By: McCortney and Jett of the  
Senate

3 and

4 Echols of the House

5  
6 An Act relating to collegiate athletics; amending 70  
7 O.S. 2021, Sections 820.22, 820.23, 820.24, 820.25,  
8 and 820.26, which relate to the Student Athlete Name,  
9 Image and Likeness Rights Act; modifying definitions;  
10 modifying limitation on certain compensation;  
11 prohibiting postsecondary institution from providing  
12 certain representation or compensation; prohibiting  
13 collegiate athletic association from imposing certain  
14 restrictions on postsecondary institutions;  
15 construing provisions; removing limitation on certain  
16 representation; establishing requirements for certain  
17 agreements; requiring certain individual or entity to  
18 ensure certain disclosures; requiring disclosure of  
19 certain representation; modifying requirements for  
20 certain contracts; prohibiting use of certain marks  
21 for certain purposes; providing exception;  
22 authorizing adoption of certain restrictions;  
23 authorizing certain third-party agreements;  
24 authorizing certain educational or training  
requirements; modifying effective date of provisions;  
prohibiting collegiate athletic association and  
member institutions from taking certain actions  
against student athlete or postsecondary  
institutions; prohibiting liability for employees of  
postsecondary institution for certain decisions or  
actions; updating statutory language; providing for  
codification; and declaring an emergency.

22 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

23 SECTION 1. AMENDATORY 70 O.S. 2021, Section 820.22, is  
24 amended to read as follows:

1 Section 820.22. As used in the Student Athlete Name, Image and  
2 Likeness Rights Act:

3 1. "Athletic grant-in-aid" shall have the meaning provided by  
4 the applicable collegiate athletic association as aid related to the  
5 student athlete's participation in an intercollegiate sport for a  
6 postsecondary institution. ~~"Athletic grant-in-aid"~~ Athletic grant-  
7 in-aid shall not include compensation for the use of the student-  
8 athlete's name, image, or likeness rights or athletic reputation;

9 2. "Collegiate athletic association" means any athletic  
10 association, conference, or other group or organization with  
11 authority over intercollegiate sports including but not limited to  
12 the National Collegiate Athletic Association;

13 3. "Postsecondary institution" means any state educational  
14 institution or private educational institution as defined in Section  
15 3102 of Title 70 of the Oklahoma Statutes;

16 4. "Professional representation" includes but is not limited  
17 to representation ~~provided by an athlete agent holding a~~  
18 ~~certificate of registration under the Revised Uniform Athlete Agents~~  
19 ~~Act or an attorney duly admitted to practice law in this state~~ by  
20 any individual or entity engaged by a student athlete for the  
21 purpose of securing compensation or benefits for a student athlete's  
22 name, image, or likeness activities. Any individual or entity  
23 engaged for such purpose shall be a fiduciary for the represented  
24 student athlete;

1       5. ~~"Sponsor" means an individual or organization that receives~~  
2 ~~institutional recognition for its financial support or other~~  
3 ~~contributions in support of a postsecondary institution or its~~  
4 ~~departments or programs;~~

5       ~~6.~~ "Student athlete" shall have the same meaning as defined in  
6 the Revised Uniform Athlete Agents Act; and

7       ~~7.~~ ~~"Team contract" means a contract between a postsecondary~~  
8 ~~institution or a postsecondary institution's athletic department and~~  
9 ~~a sponsor or a third party authorized to enter into a sponsorship~~  
10 ~~agreement or agreements on behalf of a postsecondary institution~~

11       6. "Team activities" means student athlete participation in  
12 countable athletically related activities and required athletic  
13 activities as defined by the collegiate athletic association or as  
14 otherwise defined by the postsecondary institution.

15       SECTION 2.       AMENDATORY       70 O.S. 2021, Section 820.23, is  
16 amended to read as follows:

17       Section 820.23. A. Except as otherwise provided in the Student  
18 Athlete Name, Image and Likeness Rights Act, a student athlete may  
19 earn compensation ~~commensurate with market value~~ for the use of the  
20 name, image, or likeness of the student athlete while enrolled at a  
21 postsecondary institution without penalty or resulting limitation on  
22 participation. Compensation for the use of a student athlete's  
23 name, image, or likeness shall not affect the student athlete's  
24 eligibility for athletic grant-in-aid.

1 B. A student athlete shall not earn compensation in exchange  
2 for his or her athletic performance or participation in  
3 intercollegiate athletics or sports competition. Compensation shall  
4 not be provided as an inducement for athletic performance or to  
5 attend or enroll at a particular institution.

6 C. A postsecondary institution, ~~an entity whose purpose~~  
7 ~~includes supporting or benefitting the postsecondary institution or~~  
8 ~~its athletic programs~~ or an officer, director, or employee of such  
9 postsecondary institution ~~or entity~~ shall not provide professional  
10 representation, or ~~or~~ compensate or cause compensation to be directed  
11 to a current or prospective student athlete for his or her name,  
12 image, or likeness. ~~A scholarship from a postsecondary institution~~  
13 ~~in which a student athlete is enrolled that provides him or her with~~  
14 ~~the cost of attendance, as defined by an applicable collegiate~~  
15 ~~athletic association, at the institution shall not be considered~~  
16 ~~compensation for purposes of this Act~~ unless otherwise permitted by  
17 a collegiate athletics association and institutional policy.

18 D. A collegiate athletic association shall not, ~~and shall not~~  
19 ~~authorize its member institutions to:~~

20 1. ~~Prevent a student athlete at a postsecondary institution~~  
21 ~~from earning compensation from the use of his or her name, image or~~  
22 ~~likeness;~~

23 2. ~~Prevent a postsecondary institution from participation in~~  
24 ~~intercollegiate athletics because a student athlete in attendance~~

1 ~~has previously earned or intends to earn compensation for the use of~~  
2 ~~his or her name, image or likeness;~~

3 ~~3. Provide a prospective student athlete with compensation in~~  
4 ~~relation to the use of his or her name, image or likeness;~~

5 ~~4. Penalize a student athlete or prevent a student athlete from~~  
6 ~~full participation in an intercollegiate sport because he or she~~  
7 ~~obtains professional representation in relation to a contract or~~  
8 ~~other legal matter; or~~

9 ~~5. Allow compensation earned by a student athlete for the use~~  
10 ~~of his or her name, image or likeness or athletic reputation to~~  
11 ~~affect the amount, duration or renewal of or eligibility for any~~  
12 ~~athletic grant-in-aid or other institutional scholarship; provided,~~  
13 ~~however, compensation earned by a student athlete for the use of his~~  
14 ~~or her name, image or likeness or athletic reputation may be used~~  
15 ~~for the calculation of income for determining eligibility for need-~~  
16 ~~based financial aid prohibit a postsecondary institution from~~  
17 ~~identifying, facilitating, enabling, or supporting opportunities for~~  
18 ~~a student athlete to earn compensation for the student athlete's~~  
19 ~~name, image, or likeness activities.~~

20 ~~E. The provisions of this section shall not be construed to~~  
21 ~~qualify a student athlete as an employee of a postsecondary~~  
22 ~~institution.~~

23 SECTION 3. AMENDATORY 70 O.S. 2021, Section 820.24, is  
24 amended to read as follows:

1 Section 820.24. A. 1. A student athlete may obtain  
2 professional representation ~~by an athlete agent or attorney~~ for the  
3 purpose of securing compensation for the use of his or her name,  
4 image, or likeness without penalty, resulting limitation on  
5 participation or effect on the student-athlete's athletic grant-in-  
6 aid eligibility.

7 2. Any professional representation agreement shall:

8 a. be in writing,

9 b. be executed by both parties,

10 c. clearly describe the obligations of the parties, and

11 d. outline fees for the professional representation.

12 3. An individual or entity engaged for professional  
13 representation by a student athlete shall ensure the student athlete  
14 discloses the professional relationship to the postsecondary  
15 institution as required by this section.

16 ~~B. Professional representation provided by athlete agents shall~~  
17 ~~be by persons licensed pursuant to the Revised Uniform Athlete~~  
18 ~~Agents Act or superseding law. An athlete agent representing a~~  
19 ~~student athlete shall comply with the federal Sports Agent~~  
20 ~~Responsibility and Trust Act, Chapter 104, Section 7801 et seq. of~~  
21 ~~Title 15 of the United States Code.~~

22 ~~C.~~ A student athlete who enters into a contract providing  
23 compensation to the student athlete for use of his or her name,  
24 image, or likeness or for professional representation shall disclose

1 the contract in a manner designated by the postsecondary  
2 institution, but in any event within seventy-two (72) hours after  
3 entering into the contract or before the next athletic event in  
4 which the student athlete is eligible to participate, whichever  
5 occurs first.

6 SECTION 4. AMENDATORY 70 O.S. 2021, Section 820.25, is  
7 amended to read as follows:

8 Section 820.25. A. ~~A student athlete shall not enter into a~~  
9 ~~contract that provides compensation to the student athlete for use~~  
10 ~~of his or her name, image or likeness if a provision of the contract~~  
11 ~~is in conflict with a provision of the postsecondary institution's~~  
12 ~~team contract.~~

13 ~~B. A student athlete shall not enter into a contract with a~~  
14 ~~third party that provides compensation to the student athlete use a~~  
15 ~~postsecondary institution's marks for the purpose of securing~~  
16 ~~compensation for use of his or her name, image, or likeness ~~or~~~~  
17 ~~athletic reputation if:~~

18 ~~1. The contract requires the student athlete to display the~~  
19 ~~third party's apparel or to otherwise advertise for the third-party~~  
20 ~~during team activities;~~

21 ~~2. Compliance with the third-party contract would conflict with~~  
22 ~~a team contract; or~~

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1       ~~3. The contract allows for the use or consents to the use of~~  
2 ~~any institutional marks during the student athlete's third party~~  
3 ~~contract activities.~~

4       ~~C. A team contract of a postsecondary institution entered into,~~  
5 ~~modified or renewed on or after the effective date of this Act shall~~  
6 ~~not prevent a student athlete from using his or her name, image or~~  
7 ~~likeness for a commercial purpose when the student athlete is not~~  
8 ~~engaged in team activities unless authorized by the institution.~~

9       ~~D. B.~~ A student athlete shall not enter into a name, image, and  
10 likeness agreement involving a commercial product or service that  
11 conflicts with a written policy of the postsecondary institution  
12 ~~which is in compliance with the bylaws and legislation of the~~  
13 ~~applicable collegiate athletic association including, but not~~  
14 ~~limited to, sports wagering or banned substances or that negatively~~  
15 impacts or reflects adversely on the postsecondary institution or  
16 its athletic programs including, but not limited to, generating  
17 public disrepute, embarrassment, scandal, ridicule or otherwise  
18 negatively impacting the reputation or the moral or ethical  
19 standards of the postsecondary institution.

20       ~~E. C.~~ A contract for the use of a student athlete's name,  
21 image, or likeness or a contract for professional representation  
22 related to name, image, or likeness that is formed while the student  
23 athlete is participating in an intercollegiate sport at a  
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1 postsecondary educational institution may not extend beyond the  
2 student athlete's participation in the sport at the institution.

3 ~~F. Nothing in the Student Athlete Name, Image and Likeness~~  
4 ~~Rights Act shall be construed to authorize a student athlete to~~  
5 ~~assert any right or interest as a party to or intended beneficiary~~  
6 ~~of team contracts or to create a right of one or more student~~  
7 ~~athletes to participate in the negotiation, awarding or earnings of~~  
8 ~~team contracts.~~

9 D. A postsecondary institution may adopt reasonable time,  
10 place, and manner restrictions to prevent a student athlete's name,  
11 image, or likeness activities from interfering with team activities,  
12 the postsecondary institution's operations, or the use of the  
13 institution's facilities. A postsecondary institution may receive  
14 compensation for the use of its institutional marks or facilities in  
15 conjunction with a student athlete's name, image, and likeness  
16 activities.

17 E. A collegiate athletic association shall not prohibit a  
18 postsecondary institution from establishing agreements with a third-  
19 party entity to act on its behalf to identify, facilitate, enable,  
20 or support student athlete name, image, and likeness activities.

21 F. An institution may require a student athlete to take courses  
22 or receive education or training in contracts, financial literacy,  
23 or any other subject the postsecondary institution deems necessary

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1 to prepare a student athlete to engage in name, image, and likeness  
2 activities.

3 SECTION 5. AMENDATORY 70 O.S. 2021, Section 820.26, is  
4 amended to read as follows:

5 Section 820.26. ~~Each postsecondary institution shall determine~~  
6 ~~a date on or before July 1, 2023, upon which the~~ The provisions of  
7 the Student Athlete Name, Image and Likeness Rights Act ~~will~~ shall  
8 ~~be recognized by the postsecondary institution~~ effective  
9 immediately.

10 SECTION 6. NEW LAW A new section of law to be codified  
11 in the Oklahoma Statutes as Section 820.27 of Title 70, unless there  
12 is created a duplication in numbering, reads as follows:

13 A. A collegiate athletic association shall not and shall not  
14 authorize its member institutions to:

15 1. Prevent a student athlete at a postsecondary institution  
16 from earning compensation from the use of his or her name, image, or  
17 likeness;

18 2. Provide a prospective student athlete with compensation in  
19 relation to the use of his or her name, image, or likeness;

20 3. Penalize a student athlete or prevent a student athlete from  
21 full participation in an intercollegiate sport because he or she  
22 obtains professional representation or receives assistance with  
23 services associated with name, image, or likeness activities

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1 including with contracts or other legal matters from an individual,  
2 entity, or a postsecondary institution; or

3 4. Allow compensation earned by a student athlete for the use  
4 of his or her name, image, or likeness or athletic reputation to  
5 affect the amount, duration, or renewal of or eligibility for any  
6 athletic grant-in-aid or other institutional scholarship; provided,  
7 however, compensation earned by a student athlete for the use of his  
8 or her name, image, or likeness or athletic reputation may be used  
9 for the calculation of income for determining eligibility for need-  
10 based financial aid.

11 B. A collegiate athletic association shall not and shall not  
12 authorize its member institutions to:

13 1. Prevent a postsecondary institution from participation in  
14 intercollegiate athletics because a student athlete in attendance  
15 has previously earned or intends to earn compensation for the use of  
16 his or her name, image, or likeness;

17 2. Entertain a complaint, open an investigation, or take any  
18 other adverse action against a postsecondary institution for  
19 engaging in any activity protected in the Student Athlete Name,  
20 Image and Likeness Rights Act or for involvement in student athlete  
21 name, image, or likeness activities; or

22 3. Penalize a postsecondary institution from participation in  
23 intercollegiate athletics because an individual or entity whose  
24 purpose includes supporting or benefitting the postsecondary

1 institution or its athletic programs violates the collegiate  
2 athletic association's rules or regulations with regard to student  
3 athlete name, image, or likeness activities.

4 C. No postsecondary institution's employees, including  
5 athletics coaching staff, shall be liable for any damages to a  
6 student athlete's ability to earn compensation for the use of the  
7 student athlete's name, image, or likeness resulting from decisions  
8 and actions routinely taken in the course of intercollegiate  
9 athletics.

10 SECTION 7. It being immediately necessary for the preservation  
11 of the public peace, health or safety, an emergency is hereby  
12 declared to exist, by reason whereof this act shall take effect and  
13 be in full force from and after its passage and approval.

14 Passed the Senate the 16th day of February, 2023.

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\_\_\_\_\_  
Presiding Officer of the Senate

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18 Passed the House of Representatives the \_\_\_\_ day of \_\_\_\_\_,  
19 2023.

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Presiding Officer of the House  
of Representatives

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