# Name, Image and Likeness

#### WHAT YOU NEED TO KNOW IN WISCONSIN

#### What does "Name, Image and Likeness" mean?



These three elements make up the legal concept known as "right to publicity." This gives a person the right to control the commercial use of their personal brand to make money.

## EXAMPLES OF NIL-RELATED ACTIVITIES:

- Personal Appearances
- Endorsements of a business' products or services
- Sale of personal brand merchandise
- Representation in video games
- Featured coach or speaker at an event
- Autographs

## **WIAA's Proposed NIL Policy**

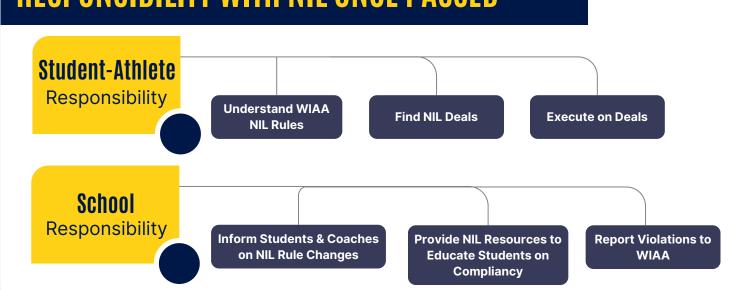
### DOES:

- Permit high school athletes to benefit from their NIL.
- Protect students and schools from undue influence and unfair recruiting practices.
- Retain prohibitions on pay-for-play and impermissible inducements
- Allows for membership to develop experience that may impact future policy changes
- Permit athletes to get invaluable experience personally and professionally

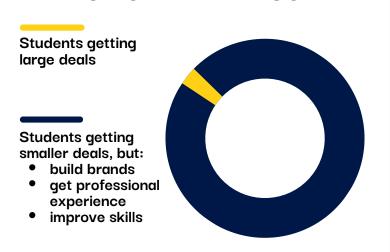
## DOES NOT:

- Allow NIL compensation on activities that associate with a school, school's team, conference or WIAA
- Allow compensation for athletic participation or achievement
- Allow NIL activities promoting gaming/gambling, alcohol, tobacco, cannabis, adult entertainment, weapons
- Allow compensation to a student by anyone associated with his/her school
- Allow NIL activities to interfere with academic or athletic obligations

## RESPONSIBILITY WITH NIL ONCE PASSED



#### **REALISTIC NIL LANDSCAPE**



# How Student-Athletes can Succeed with NIL



Understand the Rules



Improve Your Professional Skills



Grow Your Brand



Be Authentic

