

Name, Image and Likeness

WHAT YOU NEED TO KNOW IN OHIO

What does “Name, Image and Likeness” mean?

NAME



IMAGE



LIKENESS



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

OHSAA's 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, district or OHSAA
- ✗ 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

Student-Athlete Responsibility

Understand OHSAA NIL Rules

Find NIL Deals & Disclose to OHSAA

Execute on Deals

School Responsibility

Inform/Educate Students & Coaches on NIL Rule Changes

Educate school community about prohibition on facilitating NIL agreements to secure enrollment

Report Violations to OHSAA

REALISTIC NIL LANDSCAPE

Students getting large deals

Students getting smaller deals, but:

- build brands
- get professional experience
- improve skills



How Student-Athletes can Succeed with NIL



Understand the Rules



Improve Your Professional Skills



Grow Your Brand



Be Authentic