

NAME, IMAGE, LIKENESS USAGE GUIDE

COMPENSATED NIL ACTIVITIES

What does Name, Image, and Likeness (NIL) mean? – NIL refers to a person’s right of publicity. Per the NCAA, right of publicity involves those situations where permission is required of a person to use their Name, Image, or Likeness. Should a student-athlete choose to offer this permission, they would have the opportunity to earn compensation (cash, check, products) in New Mexico.

Use of Marks/Logos/Trademarks

Student-athletes shall not use University of New Mexico facilities, *athletic apparel*, registered trademarks, products protected by copyright, or official logos or marks without the express written permission of the University of New Mexico.

The chart below is a guide to help you adhere to the policies and procedures UNM or the State of New Mexico has established for any NIL activities that involve you being compensated (cash, check, products) by a third party.

You are required to disclose your NIL activities in ARMS, to UNM Athletic Compliance, prior to engaging in those activities to verify that the activity does not violate NCAA Rules in regards to extra benefits, inducements or recruiting.

	TOPICS
GREEN=PERMISSIBLE	<p>Products/Companies</p> <ul style="list-style-type: none"> • Anything not listed in red box below <p>Activity Time</p> <ul style="list-style-type: none"> • Prohibited during a Covered Activity* <p>Activity Location</p> <ul style="list-style-type: none"> • Any location, including UNM Athletics Facilities with prior approval from Athletics Facilities
YELLOW=NOT PROHIBITED BUT NOT RECOMMENDED	<p>Products/Companies</p> <ul style="list-style-type: none"> • Sexual Conduct, imagery, or inferences • Profanity or inappropriate insensitive language • Political and religious endorsement • Endorsements that are in conflict with exclusive UNM Deals (Pepsi, Nike, etc.) <p>Activity Time</p> <ul style="list-style-type: none"> • Prohibited during a Covered Activity* <p>Activity Location</p> <ul style="list-style-type: none"> • Any location. (If wanting to use UNM Athletics Facilities must have a rental agreement with prior approval from Athletics Facilities.)
RED=PROHIBITED	<p>Products/Companies</p> <ul style="list-style-type: none"> • Drugs or Drug Paraphernalia • Tobacco products and/or usage • Sports Gambling • Alcohol

*“Covered Activity” shall mean the official games, practices, trainings, exhibitions, required team activities, academics (including but not limited to classes, study hall and tutoring), sports medicine, mental health, and public appearances, in which you are required to attend.

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NON-COMPENSATED NIL ACTIVITIES

What does Non-Compensated Name, Image, and Likeness (NIL) mean? – Non-Compensated NIL Activities means using your own personal Name, Image, and Likeness to promote your own personal brand and **not being paid** (cash, check, products) by a commercial entity.

Use of Marks/Logos/Trademarks

Student-athletes can use University of New Mexico facilities, athletic apparel, registered trademarks, products protected by copyright, or official logos or marks.

The chart below is a guide to help you adhere to the policies and procedures UNM has established for any Non-Compensated NIL activities.

No Disclosure Needed

	TOPICS
GREEN=PERMISSIBLE	Products/Companies <ul style="list-style-type: none"> • Anything not listed in red box below Activity Time <ul style="list-style-type: none"> • Prohibited during a Covered Activity* Activity Location <ul style="list-style-type: none"> • Any location, including UNM Athletics Facilities
YELLOW=NOT PROHIBITED BUT NOT RECOMMENDED	Products/Companies <ul style="list-style-type: none"> • Sexual Conduct, imagery, or inferences • Profanity or inappropriate insensitive language • Political and religious endorsement • Endorsements that are in conflict with exclusive UNM Deals (Pepsi, Nike, etc.) Activity Time <ul style="list-style-type: none"> • Prohibited during a Covered Activity* Activity Location <ul style="list-style-type: none"> • Any location, including UNM Athletics Facilities
RED=PROHIBITED	Products/Companies <ul style="list-style-type: none"> • Drugs or Drug Paraphernalia • Tobacco products and/or usage • Sports Gambling • Alcohol

*“Covered Activity” shall mean the official games, practices, trainings, exhibitions, required team activities, academics (including but not limited to classes, study hall and tutoring), sports medicine, mental health, and public appearances, in which you are required to attend.