



University of Nebraska Athletics – Name, Image, & Likeness FAQ

University of Nebraska Marks, Logos, Uniforms & Facilities Use

- Can student-athletes use or wear [University of Nebraska trademarks](#), including logos and apparel/uniforms, in NIL Activities?
 - **No. Unless the NIL activity is with a University of Nebraska partner.**
 - [Permissible NIL Activity with Non Corporate Sponsor](#)
- Can student-athletes use University of Nebraska facilities or uniforms in social media profiles and posts if there is no businesses/commercial involvement?
 - **Yes, if no businesses or commercial entities are included in the profile or post.**
- Can student-athletes participate in a NIL group licensing deal?
 - **Yes, including but not limited to, group licensing opportunities with The Brandr Group.**
- Can student-athletes create and sell merchandise or apparel containing University of Nebraska marks?
 - **No. Unless the apparel is produced through a licensee that has been approved by the University of Nebraska Licensing and Branding department.**
- Can student-athletes perform NIL activities in University of Nebraska facilities?
 - **No. Unless a facility use agreement has been made with the appropriate University of Nebraska staff member.**

Photographs and Video

- Can student-athletes use photos of them taken in competition/practice for autograph signings?
 - **Yes, provided no third-party businesses or entities are also included in the photo print. To request photos, please contact your specific Sports Information Director.**
- Can student-athletes and businesses use photos of student-athletes wearing University of Nebraska trademarks for NIL Activities (e.g. social media posts, print advertisements)?
 - **No. Unless the NIL activity is with a University of Nebraska partner.**
- Can student-athletes and businesses use videos of student-athletes wearing University of Nebraska trademarks for NIL Activities (e.g. social media posts, television advertisements)?
 - **No. Video rights are owned by the Big Ten Conference.**
- Can student-athletes use competition or practice photos to promote a camp or autograph signing?
 - **Yes, provided no businesses or commercial entities are included in the promotional material (e.g. social media post, flyer, etc.).**



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University of Nebraska Involvement

- Can University of Nebraska staff develop or operate NIL activities for student-athletes?
 - **No.**
- Can University of Nebraska staff negotiate or arrange NIL activities for student-athletes?
 - **No.**
- Can the University of Nebraska and/or staff members promote student-athletes' NIL activities?
 - **Yes, if the opportunity is with a corporate sponsor/has no corporate sponsor and the promotion is preapproved by the Compliance office.**

Professional Service Providers, Representation, and Collectives

- Can a student-athlete hire a marketing agent/agency to help manage NIL activities?
 - **Yes, but not for current or future professional athletic contract negotiations.**
- Can a student-athlete work with a third party “collective” or “collaborative” to manage NIL activities?
 - **Yes.**

Athletics Related Activities

- Can a student-athlete miss class or other athletics department related activities to participate in NIL activities?
 - **No.**

Prohibited Categories

- Can student-athletes sell team issued apparel, equipment, and/or awards received for athletics participation during NIL activities?
 - **No.**

Taxes

- Can the money student-athletes earn from NIL activities be taxed?
 - **Yes. Compensation earned from NIL activities is the same as any money earned for a job. Student-athletes should consult a financial advisor, accountant, or tax attorney for specific reporting requirements.**

Disclosure Policy

- Are student-athletes required to disclose all (written and non-written) NIL activities to the University of Nebraska?
 - **Yes, through the [Opendorse App](#).**



Financial Aid

- **Can the money student-athletes earn from NIL impact need-based financial aid?**
 - **Yes. Money earned through NIL is considered income and should be reported on any need-based financial aid application, including, but not limited to, Pell Grants and student loans. A change to a student-athlete’s income profile could potentially change their eligibility for need-based aid.**

- **Can the money student-athletes earn from NIL impact their athletics scholarship?**
 - **No. Compensation earned from NIL cannot impact the amount, duration, renewal, and/or eligibility for an athletics scholarship.**

Who to Contact

- Policy: Jonathan Bateman, Associate Director of Compliance (jbateman@huskers.com).
- Licensing and Branding: Lonna Henrichs, Director of Licensing & Branding (licensing@unl.edu).
- Education: Tom Lemke, Assistant Direct of Life Skills (tlemke@huskers.com).
- Facility Rentals
 - Athletic Facility Rentals: Matt Davidson (mdavidson@huskers.com)
 - Camps, Rec, Cook Pavilion, and/or Vine Street Fields: Carrie Jackson (cjackson2@unl.edu)
 - Nebraska Union and/or Other Outdoor Campus Spaces: Sally Pfeiffer (spfeiffer1@unl.edu)

The University of Nebraska is not responsible for any tax liabilities or other costs student-athletes incur as a result of their choice to engage in NIL activities.

The University of Nebraska reserves the right to adjust these policies at any time based on institutional or NCAA policy changes or changes in applicable laws, rules or regulations.

Changes will be communicated through the University of Nebraska Athletics Compliance Office. The applicable of this policy in no way creates an employment relationship between the University of Nebraska and any student-athletes.