



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

Overview

- Student-athletes may receive compensation for the use of their name, image or likeness (NIL) in noninstitutional activities.
- Student-athletes may not receive compensation for athletics performance or participation or as an inducement for enrollment at an institution.

University Marks, Logos, Uniforms & Facilities Use

- Student-athletes are prohibited from using University of Nebraska (University) intellectual property in NIL activities without express written permission. Intellectual property includes, but is not limited to: [University marks and logos](#), University facilities, University apparel, gear, uniforms, and photos, videos, and highlights containing University marks or logos.
 - Exceptions to this provision are:
 - Marks or logos used by third party existing University partners holding “use of marks” privileges.
 - Group licensing partners.
 - Marks or logos used in social media avatars, provided a third-party unaffiliated with the University is not also featured.
 - Student-athlete competition photos used for individual autograph signings.
 - Apparel produced through a University licensee that is pre-approved by the University’s Licensing department.

University Involvement

- University will provide education and guidance to student-athletes in support of their noninstitutional NIL activities, but will not develop, execute, operate or negotiate noninstitutional NIL activities for student-athletes.
- University and athletics department staff members may promote student-athlete NIL activities if opportunity is with a corporate sponsor/has no corporate sponsor and the promotion is preapproved by the NIL Working Group. (Board of Regents Policy RP-3.3.9)

Professional Service Providers/Representation

- Student-athletes may secure representation for NIL activities, but not current or future professional athletic contract negotiations.
- Individuals or agencies representing a student-athlete for purposes of securing compensation for the student-athletes NIL must be licensed as required by the State of Nebraska.
- If requested by the student-athlete, the University may provide education and guidance on best practices for evaluating professional service providers.

Athletics Related Activities

- Student-athletes may not promote or receive compensation for NIL activities while participating in institutional athletics related activities. Such activities include, but are not limited to, the following:
 - Practice and competition;
 - Media activities (including press conferences)
 - Compliance meetings;
 - Academic requirements (e.g. class, study hall, academic meetings);
 - Recruiting activities;
 - Fundraising events;
 - Community service events;
 - Team-building activities;
 - Travel to and from away-from-home competition.



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Prohibited Categories

- Student-athletes may not participate in NIL activities or enter into agreements regarding NIL that:
 - Extend beyond the student-athlete’s participation in an athletic program at the University;
 - Involve the sale or exchange of awards or any other item received for athletics participation, including, but not limited to, apparel, equipment, shoes, or uniform;
 - Involve compensation from the University or University employees; or
 - Exception: Permissible for University employees to purchase limited amount of NIL product created by student-athletes if outside the scope of their employment with the University (e.g. t-shirts for family).
 - Involve businesses, products, or services within specific categories that conflict with the University’s values or would in any manner disparage or reflect adversely on the University. Specific prohibited categories include:
 - Gambling/sports wagering vendors;
 - CBD, beer/wine/spirits/alcohol, tobacco;
 - Illegal substances or activities;
 - Adult entertainment; and
 - Any vendors associated with athletic performance enhancing drugs.

International Student-athletes

- To protect against immigration issues, international student-athletes should not enter into any NIL agreements without first discussing the opportunity with Assistant Athletic Director - NIL Strategy and Governance.

Student-athlete Education

- University will provide student-athletes with financial literacy, brand building and education workshops specific to NIL.

Disclosure Policy

- Student-athletes are required to disclose information related to all NIL activities in the [Opendorse app](#).

Need-Based Financial Aid

- Need-based financial aid could be impacted based on compensation from NIL activities.

Who to Contact

- Policy: Jonathan Bateman, Assistant Athletic Director - NIL Strategy and Governance (jbateman@huskers.com).
- Licensing and Branding: Lonna Henrichs, Director of Licensing & Branding (licensing@unl.edu).
- Education: Tom Lemke, Assistant Director of Life Skills (tlemke@huskers.com).

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. University of Nebraska Athletics – Name, Image, & Likeness Policy adheres to the Nebraska Student-athlete Name, Image, or Likeness Rights Act.

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

History: Adopted October 1, 2021; Revised 1/23/2023; 6/24/2023