

# Client Alert: Challenges and Opportunities: The NCAA Suspends Its Name, Image, and Likeness Amateurism Rules

## Publications

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The NCAA voted to suspend its name, image, and likeness (NIL) amateurism rules to avoid conflict with the growing number of state laws authorizing student athletes to profit from their publicity rights.[1] Although the amateurism rules forbidding institutions from compensating student-athletes directly for their athletic performances or as a recruiting inducement remain in force, this decision opens the door for athletes to sign endorsement deals, monetize their social media presences, teach camps and lessons, and hire agents to manage their business ventures.[2] Because of the dynamic nature of this issue, the patchwork of state laws regarding student NIL, and the absence of a federal law that provides uniform guidance, the NCAA chose to leave it to the schools to determine and implement their own NIL policies consistent with their state laws. Schools in states without NIL laws must draw policies for themselves.[3] The NCAA expects schools to police their athletes for violations of the remaining amateurism rules and report their ineligibility to the association.[4] This self-regulation, within the context of vague and indeterminate rules, will create a difficult but high-stakes set of challenges for institutions.

To read the full alert, please [click here](#).

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