



State of Wisconsin  
2023 - 2024 LEGISLATURE

LRB-5450/1  
JAM:skw&amn

## 2023 SENATE BILL 939

January 19, 2024 - Introduced by Senators LARSON and TAYLOR, cosponsored by Representatives EMERSON, HONG, CLANCY, MADISON, BARE, PALMERI, J. ANDERSON and SINICKI. Referred to Committee on Universities and Revenue.

1     **AN ACT** *to create* 36.39, 38.25 and 39.43 of the statutes; **relating to:** name,  
2           image, and likeness compensation for students at institutions of higher  
3           education.

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### *Analysis by the Legislative Reference Bureau*

This bill creates certain restrictions on higher education institutions, including the Board of Regents of the University of Wisconsin System and its institutions, the Technical College System Board, district boards, and technical colleges, and private colleges (collectively, “institutions”); student athletes; student organization members; and students’ professional representatives in relation to compensation for the use of student athletes’ and student organization members’ name, image, or likeness. In the bill, “student athlete” is defined to mean a student at an institution who participates in an intercollegiate sport. “Intercollegiate sport” is defined as a sport played at the collegiate level for which eligibility requirements for participation are established by an athletic organization, but does not include a recreational, intramural, or club sport. “Student organization member” is defined to mean a student at an institution who participates in an institution-affiliated student organization.

The bill requires institutions to ensure that 1) no institution requirement prevents a student athlete or student organization member from receiving compensation on the basis of the student’s name, image, or likeness; 2) any money or item of value received by a student athlete or student organization member for the student’s name, image, or likeness is considered compensation and does not affect

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the student's receipt of a scholarship from the institution; 3) neither an institution nor any person related to or benefiting an institution compensates or promises future compensation to a prospective student athlete for the prospective student athlete's name, image, or likeness; 4) an institution does not compensate or cause compensation to be directed to a student athlete or student organization member for the use of the student's name, image, or likeness; 5) a prospective student athlete or student athlete not be prevented by a contract between the prospective student athlete or student athlete and the institution from using the prospective student athlete's or student athlete's name, image, or likeness for a commercial purpose when the prospective student athlete or student athlete is not engaged in an official team activity; 6) any contract between an institution and a prospective student athlete or student athlete allows the institution and any organization with relevant authority over intercollegiate athletics to use the prospective student athlete's or student athlete's name, image, or likeness for advertising and marketing purposes without paying additional compensation to the prospective student athlete or student athlete; 7) a student athlete or student organization member may obtain professional representation in relation to a name, image, or likeness contract or legal matter; and 8) that each institution create a written policy for how it will respond to a situation in which a student athlete or student organization member at the institution violates the bill's prohibition on a student athlete or student organization member earning name, image, or likeness compensation in connection with certain goods or services.

The bill also requires an attorney representing a student athlete or student organization member in relation to the student's name, image, or likeness to be licensed to practice law in this state, and requires an agent obtained by a student athlete to comply with certain federal law with regard to the agent's relationship with the student athlete.

The bill also prohibits student athletes and student organization members from earning name, image, or likeness compensation in connection with any person related to the development, production, distribution, wholesaling, or retailing of adult entertainment products and services, alcohol products, betting activities, tobacco, electronic smoking products and devices, prescription pharmaceuticals, controlled dangerous substances, and weapons, firearms, or ammunition. Student athletes and student organization members are also prohibited from entering into a name, image, or likeness contract that conflicts with a portion of the student's institutional contract, team contract, or institutional student policy. The bill also requires student athletes and student organization members that enter into a name, image, or likeness contract to disclose the contract to an institutional official, as designated by the institution.

The bill first applies to affected persons in the fifth fall semester commencing after the effective date of the bill.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

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1           **SECTION 1.** 36.39 of the statutes is created to read:

2           **36.39 Name, image, and likeness compensation. (1) DEFINITIONS.** In this  
3 section:

4           (a) “Intercollegiate sport” means a sport played at the collegiate level for which  
5 eligibility requirements for participation are established by an athletic organization.  
6 “Intercollegiate sport” does not include a recreational, intramural, or club sport.

7           (b) “Prospective student athlete” means an individual who is not yet a student  
8 athlete but who is considering whether to become a student athlete.

9           (c) “Student athlete” means a student at an institution who participates in an  
10 intercollegiate sport.

11           (d) “Student organization member” means a student at an institution who  
12 participates in an institution-affiliated student organization.

13           **(2) BOARD AND INSTITUTION REQUIREMENTS.** The board shall ensure all of the  
14 following:

15           (a) Subject to the requirements of this section, that no board or institution rule,  
16 requirement, standard, or other limitation prevents a student athlete or a student  
17 organization member from receiving compensation, or entering into a contract to  
18 receive compensation, on the basis of the student’s name, image, or likeness.

19           (b) That if a student athlete or student organization member receives money  
20 or an item of value on the basis of the student’s name, image, or likeness, the money  
21 or item of value is considered compensation for the purposes of this section, and that  
22 the compensation does not affect the student’s receipt of a scholarship from the  
23 institution at which the student is enrolled.

24           (c) That neither the board, an institution, nor an entity whose purpose includes  
25 supporting or benefiting the board, an institution, or an institution’s athletic

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1 programs, nor any person related to the board, an institution, or such an entity,  
2 compensates or causes compensation to be directed for use of a prospective student  
3 athlete's name, image, or likeness or promises that, if a prospective student athlete  
4 attends an institution, the prospective student athlete will receive future  
5 compensation based on name, image, or likeness.

6 (d) That neither the board nor an institution compensates or causes  
7 compensation to be directed to a student athlete or student organization member for  
8 the use of the student's name, image, or likeness.

9 (e) That any contract between the board or an institution and a prospective  
10 student athlete or a student athlete does not prevent that individual from using the  
11 individual's name, image, or likeness for a commercial purpose when the individual  
12 is not engaged in an official team activity.

13 (f) That any contract between the board or an institution and a prospective  
14 student athlete or a student athlete allows the institution and any organization with  
15 relevant authority over intercollegiate athletics to use the individual's name, image,  
16 or likeness for advertising and marketing purposes without paying additional  
17 compensation to the individual.

18 (g) That neither the board nor an institution prevents a student athlete or  
19 student organization member from obtaining professional representation in relation  
20 to a name, image, or likeness contract or legal matter.

21 (h) That each institution create a written policy for how the institution will  
22 respond to a situation in which a student athlete or student organization member at  
23 the institution violates the prohibition under sub. (4) (a).

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1           **(3) ATTORNEY AND AGENT REQUIREMENTS.** (a) An attorney obtained by a student  
2 athlete or student organization member seeking legal representation relating to that  
3 student's name, image, or likeness must be licensed to practice law in this state.

4           (b) An agent obtained by a student athlete shall comply with 15 USC 7801 et  
5 seq. with regard to the agent's relationship with the student athlete.

6           **(4) STUDENT REQUIREMENTS.** (a) A student athlete or student organization  
7 member may not earn compensation as a result of the student's name, image, or  
8 likeness in connection with any person related to or associated with the development,  
9 production, distribution, wholesaling, or retailing of any of the following:

10           1. Adult entertainment products and services.

11           2. Alcohol products.

12           3. Casinos, sports betting, lotteries, betting in connection with video games,  
13 online games, or mobile devices, and other gambling entities.

14           4. Tobacco.

15           5. Electronic smoking products and devices.

16           6. Prescription pharmaceuticals.

17           7. Controlled dangerous substances.

18           8. Weapons, firearms, or ammunition.

19           (b) A student athlete or student organization member may not enter into a  
20 contract providing compensation to the student for use of the student's name, image,  
21 or likeness if a provision of the contract conflicts with a portion of the student's team  
22 contract, student organization contract, or contract with, or student policy at, the  
23 institution at which the student is enrolled. If an institution asserts that a student  
24 athlete's or student organization member's contract providing compensation for use  
25 of the student's name, image, or likeness conflicts with a portion of the student's team

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1 contract, student organization contract, or contract with, or student policy at, the  
2 institution at which the student is enrolled, the institution shall disclose to the  
3 student and, if applicable, to the student's professional representation the relevant  
4 contractual provisions that it asserts are in conflict.

5 (c) A student athlete or student organization member who has entered into a  
6 contract providing compensation to the student for use of the student's name, image,  
7 or likeness shall disclose the contract to an official of the institution at which the  
8 student athlete is enrolled, as designated by the institution.

9 **SECTION 2.** 38.25 of the statutes is created to read:

10 **38.25 Name, image, and likeness compensation. (1) DEFINITIONS.** In this  
11 section:

12 (a) "Intercollegiate sport" means a sport played at the collegiate level for which  
13 eligibility requirements for participation are established by an athletic organization.  
14 "Intercollegiate sport" does not include a recreational, intramural, or club sport.

15 (b) "Prospective student athlete" means an individual who is not yet a student  
16 athlete but who is considering whether to become a student athlete.

17 (c) "Student athlete" means a student at a technical college who participates  
18 in an intercollegiate sport.

19 (d) "Student organization member" means a student at a technical college who  
20 participates in a technical college-affiliated student organization.

21 **(2) BOARD, DISTRICT BOARD, AND TECHNICAL COLLEGE REQUIREMENTS.** The board  
22 shall ensure all of the following:

23 (a) Subject to the requirements of this section, that no board, district board, or  
24 technical college rule, requirement, standard, or other limitation prevents a student  
25 athlete or a student organization member from receiving compensation, or entering

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1 into a contract to receive compensation, on the basis of the student's name, image,  
2 or likeness.

3 (b) That if a student athlete or student organization member receives money  
4 or an item of value on the basis of the student's name, image, or likeness, the money  
5 or item of value is considered compensation for the purposes of this section, and that  
6 the compensation does not affect the student's receipt of a scholarship from the  
7 board, a district board, or a technical college.

8 (c) That neither the board, a district board, a technical college, nor an entity  
9 whose purpose includes supporting or benefiting the board, a district board, or a  
10 technical college's athletic programs, nor any person related to the board, a district  
11 board, a technical college, or such an entity, compensates or causes compensation to  
12 be directed for use of a prospective student athlete's name, image, or likeness or  
13 promises that, if a prospective student athlete attends a technical college, the  
14 prospective student athlete will receive future compensation based on name, image,  
15 or likeness.

16 (d) That neither the board, a district board, nor a technical college compensates  
17 or causes compensation to be directed to a student athlete or student organization  
18 member for the use of the student's name, image, or likeness.

19 (e) That any contract between the board, a district board, or a technical college  
20 and a prospective student athlete or a student athlete does not prevent that  
21 individual from using the individual's name, image, or likeness for a commercial  
22 purpose when the individual is not engaged in an official team activity.

23 (f) That any contract between the board, a district board, or a technical college  
24 and a prospective student athlete or a student athlete allows the board, district  
25 board, or technical college and any organization with relevant authority over

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1 intercollegiate athletics to use the individual's name, image, or likeness for  
2 advertising and marketing purposes without paying additional compensation to the  
3 individual.

4 (g) That neither the board, a district board, nor a technical college prevents a  
5 student athlete or student organization member from obtaining professional  
6 representation in relation to a name, image, or likeness contract or legal matter.

7 (h) That each technical college create a written policy for how the technical  
8 college will respond to a situation in which a student athlete or student organization  
9 member at the technical college violates the prohibition under sub. (4) (a).

10 **(3) ATTORNEY AND AGENT REQUIREMENTS.** (a) An attorney obtained by a student  
11 athlete or student organization member seeking legal representation relating to that  
12 student's name, image, or likeness must be licensed to practice law in this state.

13 (b) An agent obtained by a student athlete shall comply with 15 USC 7801 et  
14 seq. with regard to the agent's relationship with the student athlete.

15 **(4) STUDENT REQUIREMENTS.** (a) A student athlete or student organization  
16 member may not earn compensation as a result of the student's name, image, or  
17 likeness in connection with any person related to or associated with the development,  
18 production, distribution, wholesaling, or retailing of any of the following:

- 19 1. Adult entertainment products and services.
- 20 2. Alcohol products.
- 21 3. Casinos, sports betting, lotteries, betting in connection with video games,  
22 online games, or mobile devices, and other gambling entities.
- 23 4. Tobacco.
- 24 5. Electronic smoking products and devices.
- 25 6. Prescription pharmaceuticals.



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1           7. Controlled dangerous substances.

2           8. Weapons, firearms, or ammunition.

3           (b) A student athlete or student organization member may not enter into a  
4 contract providing compensation to the student for use of the student's name, image,  
5 or likeness if a provision of the contract conflicts with a portion of the student's team  
6 contract, student organization contract, or contract with, or student policy at, the  
7 technical college at which the student is enrolled. If a technical college asserts that  
8 a student athlete's or student organization member's contract providing  
9 compensation for use of the student's name, image, or likeness conflicts with a  
10 portion of the student's team contract, student organization contract, or contract  
11 with, or student policy at, the technical college at which the student is enrolled, the  
12 technical college shall disclose to the student and, if applicable, to the student's  
13 professional representation the relevant contractual provisions that it asserts are in  
14 conflict.

15           (c) A student athlete or student organization member who has entered into a  
16 contract providing compensation to the student for use of the student's name, image,  
17 or likeness shall disclose the contract to an official of the technical college at which  
18 the student athlete is enrolled, as designated by the technical college.

19           **SECTION 3.** 39.43 of the statutes is created to read:

20           **39.43 Name, image, and likeness compensation. (1) DEFINITIONS.** In this  
21 section:

22           (a) "Institution" means a private, nonprofit institution of higher education that  
23 is a member of the Wisconsin Association of Independent Colleges and Universities.

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1 (b) “Intercollegiate sport” means a sport played at the collegiate level for which  
2 eligibility requirements for participation are established by an athletic organization.

3 “Intercollegiate sport” does not include a recreational, intramural, or club sport.

4 (c) “Prospective student athlete” means an individual who is not yet a student  
5 athlete but who is considering whether to become a student athlete.

6 (d) “Student athlete” means a student at an institution who participates in an  
7 intercollegiate sport.

8 (e) “Student organization member” means a student at an institution who  
9 participates in an institution-affiliated student organization.

10 **(2) INSTITUTION REQUIREMENTS.** Institutions shall ensure all of the following:

11 (a) Subject to the requirements of this section, that no institution rule,  
12 requirement, standard, or other limitation prevents a student athlete or a student  
13 organization member from receiving compensation, or entering into a contract to  
14 receive compensation, on the basis of the student’s name, image, or likeness.

15 (b) That if a student athlete or student organization member receives money  
16 or an item of value on the basis of the student’s name, image, or likeness, the money  
17 or item of value is considered compensation for the purposes of this section, and that  
18 the compensation does not affect the student’s receipt of a scholarship from the  
19 institution at which the student is enrolled.

20 (c) That neither an institution nor an entity whose purpose includes supporting  
21 or benefiting the institution, or an institution’s athletic programs, nor any person  
22 related to an institution or such an entity, compensates or causes compensation to  
23 be directed for use of a prospective student athlete’s name, image, or likeness or  
24 promises that, if a prospective student athlete attends an institution, the prospective  
25 student athlete will receive future compensation based on name, image, or likeness.

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1 (d) That an institution does not compensate or cause compensation to be  
2 directed to a student athlete or student organization member for the use of the  
3 student's name, image, or likeness.

4 (e) That any contract between an institution and a prospective student athlete  
5 or a student athlete does not prevent that individual from using the individual's  
6 name, image, or likeness for a commercial purpose when the individual is not  
7 engaged in an official team activity.

8 (f) That any contract between an institution and a prospective student athlete  
9 or a student athlete allows the institution and any organization with relevant  
10 authority over intercollegiate athletics to use the individual's name, image, or  
11 likeness for advertising and marketing purposes without paying additional  
12 compensation to the individual.

13 (g) That an institution does not prevent a student athlete or student  
14 organization member from obtaining professional representation in relation to a  
15 name, image, or likeness contract or legal matter.

16 (h) That each institution create a written policy for how the institution will  
17 respond to a situation in which a student athlete or student organization member at  
18 the institution violates the prohibition under sub. (4) (a).

19 **(3) ATTORNEY AND AGENT REQUIREMENTS.** (a) An attorney obtained by a student  
20 athlete or student organization member seeking legal representation relating to that  
21 student's name, image, or likeness must be licensed to practice law in this state.

22 (b) An agent obtained by a student athlete shall comply with 15 USC 7801 et  
23 seq. with regard to the agent's relationship with the student athlete.

24 **(4) STUDENT REQUIREMENTS.** (a) A student athlete or student organization  
25 member may not earn compensation as a result of the student's name, image, or

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1 likeness in connection with any person related to or associated with the development,  
2 production, distribution, wholesaling, or retailing of any of the following:

- 3 1. Adult entertainment products and services.
- 4 2. Alcohol products.
- 5 3. Casinos, sports betting, lotteries, betting in connection with video games,  
6 online games, or mobile devices, and other gambling entities.
- 7 4. Tobacco.
- 8 5. Electronic smoking products and devices.
- 9 6. Prescription pharmaceuticals.
- 10 7. Controlled dangerous substances.
- 11 8. Weapons, firearms, or ammunition.

12 (b) A student athlete or student organization member may not enter into a  
13 contract providing compensation to the student for use of the student's name, image,  
14 or likeness if a provision of the contract conflicts with a portion of the student's team  
15 contract, student organization contract, or contract with, or student policy at, the  
16 institution at which the student is enrolled. If an institution asserts that a student  
17 athlete's or student organization member's contract providing compensation for use  
18 of the student's name, image, or likeness conflicts with a portion of the student's team  
19 contract, student organization contract, or contract with, or student policy at, the  
20 institution at which the student is enrolled, the institution shall disclose to the  
21 student and, if applicable, to the student's professional representation the relevant  
22 contractual provisions that it asserts are in conflict.

23 (c) A student athlete or student organization member who has entered into a  
24 contract providing compensation to the student for use of the student's name, image,

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1 or likeness shall disclose the contract to an official of the institution at which the  
2 student athlete is enrolled, as designated by the institution.

3 **SECTION 4. Initial applicability.**

4 (1) This act first applies to the Board of Regents of the University of Wisconsin  
5 System, institutions, as defined under s. 36.05 (9), the Technical College System  
6 Board, district boards, as defined under s. 38.01 (6), technical colleges, private,  
7 nonprofit institutions of higher education that are members of the Wisconsin  
8 Association of Independent Colleges and Universities, student athletes, student  
9 organization members, and students' professional representatives in the 5th fall  
10 semester commencing after the effective date of this subsection.

11 (END)