



- The remaining 24 states have either introduced – but not passed – legislation or have not yet introduced any NIL legislation.

So, as it currently stands, every NCAA student-athlete can receive money for their name, image, and likeness. In doing so, the student-athletes are subject to rules and regulations imposed by their respective states, conferences, and/or schools. In the very early stages of the new NIL world, we have already seen a number of schools announce NIL policies and a slew of student-athletes announce endorsement deals.

Stay tuned for more updates in the constantly evolving world of NIL.

*This article is general in nature and does not constitute legal advice. The authors of this article, Curry Sexton and Greg Whiston, are members of Seigfreid Bingham's Sports and Entertainment Group and routinely represent clients in collegiate athletics. If you or your organization have questions about the impact of the NCAA's most recent announcement, please contact either author at 816-421-4460.*