

2026 Regular Session

HOUSE BILL NO. 513

BY REPRESENTATIVE YOUNG

ATHLETICS: Provides relative to the name, image, and likeness of intercollegiate and interscholastic athletes

1 AN ACT

2 To amend and reenact R.S. 17:3701, 3702(3) and (4), 3703(D)(introductory paragraph), (L),  
3 and (N), to enact R.S. 17:3702(5) through (8) and 3705, and to repeal R.S.  
4 17:3703(D)(1) and (2), relative to intercollegiate and interscholastic athletics; to  
5 provide for the responsibilities of postsecondary education institutions with respect  
6 to intercollegiate athletes' compensation; to provide for the responsibilities of high  
7 schools with respect to interscholastic athletes' compensation; to provide for  
8 representation for athletes; to provide for definitions; and to provide for related  
9 matters.

10 Be it enacted by the Legislature of Louisiana:

11 Section 1. R.S. 17:3701, 3702(3) and (4), 3703(D)(introductory paragraph), (L), and  
12 (N) are hereby amended and reenacted and R.S. 17:3702(5) through (8) and 3705 are hereby  
13 enacted to read as follows:

14 CHAPTER 30. COMPENSATION FOR INTERCOLLEGIATE AND  
15 INTERSCHOLASTIC ATHLETICS ATHLETES: NAME, IMAGE, AND LIKENESS

16 §3701. Legislative intent

17 The legislature finds that intercollegiate and interscholastic athletics provide  
18 ~~intercollegiate~~ athletes with significant educational opportunities. However,  
19 participation in ~~intercollegiate~~ such athletics should not infringe upon an  
20 ~~intercollegiate~~ athlete's ability to earn compensation for ~~the athlete's~~ his name,

1 image, or likeness. An ~~intercollegiate~~ athlete must have an equal opportunity to  
2 control and profit from the commercial use of ~~the athlete's~~ his name, image, or  
3 likeness, and be protected from unauthorized appropriation and commercial  
4 exploitation of ~~the athlete's~~ his right to publicity, including ~~the athlete's~~ his name,  
5 image, or likeness.

6 §3702. Definitions

7 As used in this Chapter, the following terms have the following meanings  
8 unless the context clearly indicates otherwise:

9 \* \* \*

10 (3) "High school" means a public or nonpublic secondary school that  
11 provides education for students in grades nine through twelve.

12 (4) "Intercollegiate athlete" means a student enrolled in a postsecondary  
13 education institution who participates in an athletic program.

14 (5) "Interscholastic athlete" means a student enrolled in a high school who  
15 participates in interscholastic athletics as provided in Paragraph (7) of this Section.

16 (6) "Interscholastic athletic program" means an organized program of  
17 interscholastic athletics offered by a high school, including all practices,  
18 competitions, and related activities, that is sponsored or sanctioned by the high  
19 school and governed by the entity that oversees interscholastic athletics for high  
20 schools in Louisiana.

21 (7) "Interscholastic athletics" means organized athletic competition between  
22 students enrolled in high schools, sponsored or sanctioned by the schools, and  
23 governed by the entity that oversees interscholastic athletics for high schools in  
24 Louisiana.

25 ~~(4)~~ (8) "Postsecondary education institution" means a Louisiana public  
26 postsecondary education institution or nonpublic postsecondary education institution  
27 that receives or disburses any form of state student financial assistance, including  
28 scholarships and grants.

1 §3703. Intercollegiate athlete's compensation and rights; responsibilities of  
2 postsecondary education institutions

3 \* \* \*

4 D. A postsecondary education institution shall not prevent or unduly restrict  
5 an intercollegiate athlete from obtaining professional representation by an athlete  
6 agent, marketing representative, or an attorney engaged for the purpose of securing  
7 compensation for the use of the athlete's name, image, or likeness, provided that  
8 professional representation obtained by an intercollegiate athlete shall be from  
9 persons registered with or licensed for such activity by the state ~~as follows:~~ in  
10 accordance with R.S. 4:422.

11 \* \* \*

12 L. No postsecondary institution's officers, directors, or employees, including  
13 athletics coaching staff, educators, administrators, healthcare professionals,  
14 consultants, other staff, and agents, whether paid, volunteer, or compensated through  
15 third parties, shall be liable for any damages to an intercollegiate athlete's ability to  
16 earn compensation for the use of the athlete's name, image, or likeness resulting from  
17 decisions and actions routinely taken in the course of intercollegiate athletics or other  
18 matters relating directly or indirectly to an athlete's eligibility to participate in  
19 intercollegiate athletics or profit from the use of the athlete's name, image, and  
20 likeness, including but not limited to the administration of an ~~institution's~~  
21 institution's policies, procedures, codes of conduct, academic standards, health and  
22 safety protocols, and related matters. No postsecondary institution, nonprofit  
23 organization, including its subsidiaries and affiliates, whether nonprofit or otherwise,  
24 formally recognized by a postsecondary institution, and no officer, director,  
25 employee, other staff member, or agent of the institution or organization shall be  
26 liable in any manner, whether directly or indirectly, under any theory of law or in  
27 equity, to a current, former, or prospective intercollegiate athlete based upon the  
28 performance, nonperformance, breach, or termination of an agreement between the  
29 current, former, or prospective intercollegiate athlete and a third party involving the

1 payment of compensation for name, image, or likeness. However, nothing in this  
2 Subsection shall protect the postsecondary institution or its employees from acts of  
3 gross negligence or wanton, willful, malicious, or intentional misconduct.

4 \* \* \*

5 N.(1) Each postsecondary education management board shall adopt policies  
6 to implement the provisions of this Chapter. Such policies shall require each  
7 postsecondary education institution under its jurisdiction to adopt and maintain  
8 institutional policies governing name, image, and likeness activities of intercollegiate  
9 athletes.

10 (2) ~~No postsecondary education institution shall implement the provisions~~  
11 ~~of this Chapter until such time as the appropriate management board adopts the~~  
12 ~~required policies. Each management board has discretion as to when it adopts~~  
13 ~~policies to implement the provisions of this Chapter.~~ The policies adopted by each  
14 management board and postsecondary education institution shall, at a minimum,  
15 address the following:

16 (a) Intercollegiate athlete compensation, including permissible compensation  
17 for the use of an intercollegiate athlete's name, image, or likeness and any required  
18 disclosure of compensation agreements, consistent with this Chapter.

19 (b) Postsecondary education institutional involvement, including the  
20 permissible scope of institutional support, facilitation, oversight and compliance  
21 activities related to name, image, and likeness endeavors, consistent with applicable  
22 law and governing athletic association rules.

23 (c) Use of institutional marks and facilities, including the conditions under  
24 which an intercollegiate athlete or third party may use institutional names,  
25 trademarks, logos, uniforms, facilities, copyrights, colors, or other indicia in  
26 connection with name, image, and likeness activities, and any required approvals or  
27 licensing protocols.

28 (d) Professional representation, including requirements that athlete agents,  
29 marketing representatives, and attorneys representing intercollegiate athletes in

1 matters related to name, image, and likeness be properly registered or licensed in  
2 accordance with applicable state and federal law.

3 (e) Educational workshops and resources available to students, including  
4 financial literacy training, life skills education, and resources related to financial  
5 responsibility, business formation, and marketing to support intercollegiate athletes'  
6 participation in name, image, and likeness activities.

7 (f) Policy administration and enforcement, which may include procedures  
8 for monitoring compliance, reviewing disclosures, identifying conflicts, and  
9 addressing violations of institutional name, image, and likeness policies.

10 (g) Designation of a compliance point of contact, including identification of  
11 an office or individual responsible for administering institutional name, image, and  
12 likeness policies and responding to compliance-related inquiries.

13 (3) Any policy an entity enacts pursuant to this Subsection shall be  
14 consistent with the provisions of this Chapter and shall not unduly restrict an  
15 intercollegiate athlete's ability to earn compensation for the use of his name, image,  
16 or likeness.

17 \* \* \*

18 §3705. Interscholastic athlete's compensation and rights; responsibilities of high  
19 schools

20 A. An interscholastic athlete may earn compensation for the use of his name,  
21 image, and likeness, subject to compliance with the provisions of this Section.

22 B. Any agreement for compensation for the use of an interscholastic athlete's  
23 name, image, or likeness entered into by an interscholastic athlete under eighteen  
24 years of age shall be valid only if executed with the written consent of his parent or  
25 legal guardian.

26 C. No high school or agent thereof, athletic association, athletic conference,  
27 or other organization with authority over interscholastic athletics shall:

1           (1) Prohibit or prevent an interscholastic athlete from earning compensation  
2           for the use of his name, image, or likeness, except as otherwise permitted by this  
3           Section.

4           (2) Prohibit or prevent an interscholastic athlete from obtaining professional  
5           representation by an athlete agent or legal representation by an attorney in  
6           connection with name, image, or likeness matters.

7           (3) Declare an interscholastic athlete ineligible for interscholastic athletic  
8           competition solely because he earns compensation for the use of his name, image,  
9           or likeness or obtains professional or legal representation related thereto.

10           D. No athletic association, athletic conference, or other organization with  
11           authority over interscholastic athletics shall prohibit or prevent a high school from  
12           becoming a member of, or participating in, interscholastic athletics sponsored by  
13           such organization as a consequence of an interscholastic athlete earning  
14           compensation for the use of his name, image, or likeness or obtaining representation  
15           by an athlete agent or attorney.

16           E.(1) Permissible name, image, and likeness activities include but are not  
17           limited to commercial endorsements, promotional activities, social media presence,  
18           and product or service advertisements.

19           (2) No interscholastic athlete shall earn compensation for the use of his  
20           name, image, or likeness in connection with any of the following:

21           (a) Adult entertainment.

22           (b) Alcohol or alcoholic beverages.

23           (c) Cannabis, cannabinoids, cannabidiol, or other derivatives, excluding  
24           hemp or hemp products.

25           (d) Casinos, gambling, or sports wagering.

26           (e) Controlled dangerous substances, as defined in R.S. 40:961 et seq.

27           (f) Drug paraphernalia, as defined in R.S. 40:1021.

28           (g) Performance-enhancing drugs or substances, including steroids or human  
29           growth hormone.

1           (h) Tobacco, tobacco products, alternative nicotine products, nicotine vapor  
2           products, or similar devices.

3           (i) Weapons, including firearms and ammunition.

4           F.(1) A high school may prohibit an interscholastic athlete from earning  
5           compensation for the use of his name, image, or likeness while he is engaged in  
6           academic activities, official team activities, or interscholastic athletic program  
7           activities, including but not limited to class, tutoring, competition, practice, travel,  
8           academic services, community service, promotional activities, and other activities  
9           related to the interscholastic athletic program.

10           (2) A high school may prohibit an interscholastic athlete from earning such  
11           compensation if the proposed use materially conflicts with an existing high school  
12           agreement related to interscholastic athletics.

13           (3) No interscholastic athlete shall use a high school's facilities, apparel,  
14           equipment, uniforms, or intellectual property, including logos, indicia, registered or  
15           unregistered trademarks, or copyrighted materials, for any opportunity to earn  
16           compensation for the use of his name, image, or likeness unless otherwise permitted  
17           by the high school.

18           G. Prior to executing an agreement for the use of his name, image, or  
19           likeness, an interscholastic athlete shall disclose the proposed agreement to the high  
20           school at which the interscholastic athlete is enrolled in a manner prescribed by the  
21           high school. If the proposed agreement conflicts with an existing high school  
22           agreement, the high school shall disclose the relevant terms of the conflicting  
23           agreement to the interscholastic athlete.

24           H. Except as otherwise permitted by this Section, no high school shall enter  
25           into, renew, or modify any agreement that prohibits an interscholastic athlete from  
26           earning compensation for the use of his name, image, or likeness while he is engaged  
27           in nonacademic, unofficial team, or non-interscholastic athletic program activities.



- (1) The conditions under which an intercollegiate athlete or third party may use institutional marks, names, and facilities.
- (2) Educational workshops and resources, including financial literacy training, life skills education, and resources related to financial responsibility, business formation, and marketing, available to students.
- (3) Information on a compliance point of contact, including identification of an office or individual responsible for administering institutional name, image, and likeness policies and responding to compliance-related inquiries.

### **Compensation for the name, image, and likeness of interscholastic athletes**

Proposed law requires the written consent of a parent or legal guardian for an agreement of compensation for an interscholastic athlete under 18 years of age to be executed.

Proposed law provides for restrictions on compensation for interscholastic athletes in terms of advertising for certain products and services, such as alcohol, cannabis, casinos, gambling, tobacco, and weapons.

Proposed law prohibits a high school or agent thereof from the following:

- (1) Prohibiting or prevent an interscholastic athlete from obtaining professional representation.
- (2) Declaring an interscholastic athlete ineligible for athletic competition because he earns compensation for his name, image, and likeness.

Proposed law authorizes a high school to prohibit an interscholastic athlete from earning compensation for his name, image, and likeness during academic activities, official team activities, and interscholastic athletic program activities.

Proposed law prohibits an interscholastic athlete from using a high school's facilities, apparel, equipment, uniforms, or intellectual property to earn compensation for his name, image, and likeness unless permitted by the high school.

Proposed law requires the authority that governs interscholastic athletics in this state to provide educational materials to interscholastic athletes, parents, legal guardians, and high schools regarding the rights and responsibilities of athletes relative to earning compensation for their name, image, and likeness under proposed law.

(Amends R.S. 17:3701, 3702(3) and (4), and 3703(D)(intro. para.), (L), and (N); Adds R.S. 17:3702(5)-(8) and 3705; Repeals R.S. 17:3703(D)(1) and (2))