

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 I. Nothing in this Section shall be construed to alter the employment status
2 of an interscholastic athlete or to classify an interscholastic athlete as an employee
3 of a high school solely because he engages in name, image, or likeness activities.

4 J. Any interscholastic athlete aggrieved by a violation of this Section may
5 bring an action for injunctive relief.

6 K. The authority that governs interscholastic athletics in this state shall
7 provide educational materials to interscholastic athletes, parents, legal guardians, and
8 high schools regarding the rights and responsibilities of interscholastic athletes under
9 this Section, including guidance on contracts, prohibited activities, and available
10 professional or legal representation.

11 Section 2. R.S. 17:3703(D)(1) and (2) are hereby repealed in their entirety.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 513 Original

2026 Regular Session

Young

Abstract: Provides relative to compensation for the name, image, and likeness of interscholastic and intercollegiate athletes.

Present law defines "athletic booster", "athletic program", "intercollegiate athlete", and "postsecondary education institution". Proposed law retains present law and defines "high school", "interscholastic athlete", "interscholastic athletic program", and "interscholastic athletics".

Present law authorizes an intercollegiate athlete at a postsecondary education institution to earn compensation for the use of his name, image, and likeness, subject to certain requirements provided by present law. Proposed law retains present law and authorizes an interscholastic athlete to earn compensation for his name, image, and likeness, subject to compliance of proposed law.

Compensation for the name, image, and likeness of intercollegiate athlete

Present law prohibits a postsecondary education institution from preventing or unduly restricting an intercollegiate athlete from obtaining professional representation. Proposed law retains present law.

Present law requires postsecondary education management boards to adopt policies to implement present law. Proposed law retains present law. Present law authorizes each management board discretion as to when it adopts its policies. Proposed law removes this discretion and requires each institution under a board's jurisdiction to adopt and maintain its own policies governing name, image, and likeness activities of intercollegiate athletes. Provides for required content of the policies, including:

- (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))