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**SENATE COMMITTEE AMENDMENTS**

2026 Regular Session

Amendments proposed by Senate Committee on Commerce, Consumer Protection and International Affairs to Original Senate Bill No. 389 by Senator Connick

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1 AMENDMENT NO. 1

2 On page 1, line 4, delete "and 434," and insert "434 and 435,"

3 AMENDMENT NO. 2

4 On page 1, line 17, delete "and 434," and insert "434 and 435,"

5 AMENDMENT NO. 3

6 On page 4, delete line 1 and insert the following:

7 "high school, or intercollegiate sports contests as a member of a sports team of a"

8 AMENDMENT NO. 4

9 On page 5, delete line 16, and insert the following:

10 "participation in that educational institution's ~~intercollegiate~~ or school's sports  
11 contests or ~~interscholastic~~"

12 AMENDMENT NO. 5

13 On page 5, at the beginning of line 28, after "contract," and before "a professional" delete  
14 "or"

15 AMENDMENT NO. 6

16 On page 7, line 18, change "under" to "pursuant to"

17 AMENDMENT NO. 7

18 On page 8, line 7, after "perjury " delete ", notarized,"

19 AMENDMENT NO. 8

20 On page 11, line 13, change "under" to "pursuant to"

21 AMENDMENT NO. 9

22 On page 11, line 14, after "registration" change "may" to "shall"

23 AMENDMENT NO. 10

24 On page 11, delete lines 21-29 and on page 12 , delete line 1 and insert:

25 "**G. To produce sufficient revenue to offset the expenses incurred by the division**  
26 **in administering this Chapter, an annual registration fee of one hundred dollars shall**  
27 **be paid.**"

28 AMENDMENT NO. 11

29 On page 12, line 25, delete ";

1 AMENDMENT NO. 12

2 On page 12, line 29, delete "has"

3 AMENDMENT NO. 13

4 On page 13, line 17, after "renew" delete ";

5 AMENDMENT NO. 14

6 On page 13, line 29, delete "Subsection A" and insert "Subsection B"

7 AMENDMENT NO. 15

8 On page 14, line 14, after "R.S. 4:424" delete "(C) and (D)"

9 AMENDMENT NO. 16

10 On page 14, delete lines 18 through 21 and insert:

11 "A. This Section governs the relationship between an athlete and an  
12 athlete agent when the athlete agent represents or advises the athlete in  
13 connection with endorsement contracts or endorsement activities, including  
14 name, image, and likeness matters.

15 B.(1) When an athlete agent represents or advises an athlete in  
16 connection with an endorsement contract or endorsement activities, the athlete  
17 agent shall, prior to or at the time of undertaking such representation, execute  
18 with the athlete a written endorsement representation disclosure. The  
19 endorsement representation disclosure shall be signed by both the athlete agent  
20 and the athlete and shall constitute the governing instrument of the  
21 agent-athlete relationship for endorsement contract and endorsement activity  
22 representation under this Chapter."

23 AMENDMENT NO. 17

24 On page 14, line 22, after "endorsement" change "contract" to "representation  
25 disclosure"

26 AMENDMENT NO. 18

27 On page 14, line 27, after "athlete agent" delete the remainder of the line, delete lines 28  
28 and 29, and insert the following:

29 "in connection with any endorsement contract or endorsement activities, and  
30 any other consideration or fee the athlete agent has received or will receive from  
31 any source."

32 AMENDMENT NO. 19

33 On page 15, delete lines 1 through 3 and insert:

34 "(c) The name and a description of the compensation of any third person who  
35 will be compensated in connection with any endorsement contract or  
36 endorsement activity in which the athlete participates."

37 AMENDMENT NO. 20

38 On page 15, line 4, after "reimburse" and before the period "." insert "to the athlete agent"

39 AMENDMENT NO. 21

40 On page 15, delete line 5 and insert:

1 "(e) A description and scope of the service to be provided by the athlete agent  
2 to the athlete."

3 AMENDMENT NO. 22

4 On page 15, line 6, after "endorsement" delete "contract " and insert "representation  
5 disclosure"

6 AMENDMENT NO. 23

7 On page 15, line 7, after "endorsement" delete "contract" and insert "representation  
8 disclosure"

9 AMENDMENT NO. 24

10 On page 15, between lines 7 and 8, insert the following:

11 "C. The endorsement representation disclosure shall be retained by both  
12 the athlete agent and the athlete. The endorsement representation disclosure  
13 shall not be required to be filed with the division but shall be produced to the  
14 division upon request or subpoena.

15 D. If an athlete agent fails to execute an endorsement representation  
16 disclosure as required by this Section, the athlete agent shall forfeit any right  
17 to compensation in connection with any endorsement contract or endorsement  
18 activity undertaken by the athlete."

19 AMENDMENT NO. 25

20 On page 15, at the beginning of line 8, change "C." to "E."

21 AMENDMENT NO. 26

22 On page 15, line 10, after "endorsement" delete "contracts" and insert "representation  
23 disclosures required by Subsection B of this Section"

24 AMENDMENT NO. 27

25 On page 15, line 15, "Any other" delete "contract provisions and rules" and insert "rule"

26 AMENDMENT NO. 28

27 On page 15, delete lines 17 through 22, and insert the following:

28 "F.(1) An athlete agent who represents an athlete in connection with an  
29 endorsement contract for compensation for the use of the athlete's name, image,  
30 and likeness, shall ensure the athlete discloses the endorsement contract to the  
31 educational institution or school pursuant to R.S. 17:3701 et seq.

32 (2) An athlete agent shall not represent an athlete in connection with any  
33 endorsement contract or endorsement activity that the athlete agent knows or  
34 reasonably should know would cause the athlete to lose eligibility.

35 G. An endorsement contract or endorsement activities related to an  
36 athlete's name, image, and likeness matters, the athlete agent, and any athlete  
37 with whom the athlete agent engages, shall comply with all applicable  
38 requirements of R.S. 17:3701 et. seq. and any rules adopted by the division  
39 pursuant to this Section."

40 AMENDMENT NO. 29

41 On page 17, between lines 1 and 2, insert the following:

42 "(7) A duty to comply with all federal laws, including but not limited to  
43 the Sports Agent Responsibility and Trust Act, 15 U.S.C. 7801 et seq."

1 AMENDMENT NO. 30

2 On page 17, line 6, after "**agent**" insert "**contracts**"

3 AMENDMENT NO. 31

4 On page 18, line 5, after "**requirements of**" change "**R.S. 17:3703**" to "**R.S. 17:3701 et**  
5 **seq.,**"

6 AMENDMENT NO. 32

7 On page 20, line 3, after "**Chapter and**" change "**R.S. 17:3703.**" to "**R.S. 17:3701 et seq.**"

8 AMENDMENT NO. 33

9 On page 22, between lines 3 and 4, insert the following:

10 **"§435. Requirement to register**  
11 **An athlete agent operating on or before the effective date of this Act shall**  
12 **be registered pursuant to the provisions of this Chapter no later than August 1,**  
13 **2026. Any athlete agent who fails to register by August 1, 2026, shall**  
14 **immediately cease all activity as an athlete agent in this state until such**  
15 **registration is complete.**"