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**HOUSE COMMITTEE AMENDMENTS**

2026 Regular Session

Amendments proposed by House Committee on Civil Law and Procedure to Reengrossed Senate Bill No. 389 by Senator Connick

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1 AMENDMENT NO. 1

2 On page 3, line 16, after "thing of value" delete the remainder of the line and at the  
3 beginning of line 17, delete "**broadest possible construction**"

4 AMENDMENT NO. 2

5 On page 6, delete lines 3 through 16 in their entirety and insert the following:

6 **"(9) "Educational institution" means any institution of higher education**  
7 **in this state, including any postsecondary institution, community college,**  
8 **college, institution of higher learning, or university, whether public or private.**

9 **"(10) "Endorsement activities" means any activity or activities related to**  
10 **advertising or sponsorship in which an athlete, for consideration or other value,**  
11 **uses or permits the use or association of the athlete's name, image, likeness,**  
12 **publicity, reputation, following, fame, or other personal or commercial**  
13 **attributes, whether or not related to the athlete's athletic ability or**  
14 **performance.**

15 **"(11) "Endorsement contract" means an agreement under which an**  
16 **athlete is employed or receives anything of value to permit the use, promotion,**  
17 **or association of the athlete's name, image, and likeness, publicity, reputation,**  
18 **following, fame, or other personal or commercial attributes, whether or not**  
19 **related to the athlete's athletic ability or performance."**