
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

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."**

20 AMENDMENT NO. 3

21 On page 7, line 16, change "**all of**" to "**both of**"

22 AMENDMENT NO. 4

23 On page 14, line 6, change "G.(1)" to "G."