

# ACT No. 810

2026 Regular Session

HOUSE BILL NO. 513

BY REPRESENTATIVES YOUNG AND CHASSION

1 AN ACT

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

9 Be it enacted by the Legislature of Louisiana:

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

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

15 §3701. Legislative intent

16 The legislature finds that intercollegiate and interscholastic athletics provide  
17 ~~intercollegiate~~ athletes with significant educational opportunities. However,  
18 participation in ~~intercollegiate~~ such athletics should not infringe upon an  
19 ~~intercollegiate~~ athlete's ability to earn compensation for ~~the athlete's~~ his name,  
20 image, or likeness. An ~~intercollegiate~~ athlete must have an equal opportunity to  
21 control and profit from the commercial use of ~~the athlete's~~ his name, image, or  
22 likeness, and be protected from unauthorized appropriation and commercial  
23 exploitation of ~~the athlete's~~ his right to publicity, including ~~the athlete's~~ his name,  
24 image, or likeness.

1 §3702. Definitions

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

4 \* \* \*

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

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

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

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

16 (7) "Interscholastic athletics" means organized athletic competition between  
17 students enrolled in high schools, sponsored or sanctioned by the schools, and  
18 governed by the entity that oversees interscholastic athletics for high schools in  
19 Louisiana.

20 (4) (8) "Postsecondary education institution" means a Louisiana public  
21 postsecondary education institution or nonpublic postsecondary education institution  
22 that receives or disburses any form of state student financial assistance, including  
23 scholarships and grants.

24 §3703. Intercollegiate athlete's compensation and rights; responsibilities of  
25 postsecondary education institutions

26 \* \* \*

27 D. A postsecondary education institution shall not prevent or unduly restrict  
28 an intercollegiate athlete from obtaining professional representation by an athlete  
29 agent, marketing representative, or an attorney engaged for the purpose of securing  
30 compensation for the use of the athlete's name, image, or likeness, provided that

1 professional representation obtained by an intercollegiate athlete shall be from  
2 persons registered with or licensed for such activity by the state ~~as follows:~~ in  
3 accordance with R.S. 4:422.

4 ~~(1)(a) Representation provided by an athlete agent shall be by persons~~  
5 ~~registered with the state in accordance with, and in compliance with, the provisions~~  
6 ~~of Chapter 7 of Title 4 of the Louisiana Revised Statutes of 1950. However, the~~  
7 ~~notification provisions of R.S. 4:424(D)(3) shall not apply to an athlete agent who~~  
8 ~~contacts an intercollegiate athlete for the sole purpose of representing the athlete in~~  
9 ~~matters pertaining to the use of the athlete's name, image, or likeness.~~

10 ~~(b) An athlete agent or marketing representative representing an~~  
11 ~~intercollegiate athlete shall comply with the federal Sports Agent Responsibility and~~  
12 ~~Trust Act, 15 U.S.C. 7801 through 7807, in his relationship with the intercollegiate~~  
13 ~~athlete.~~

14 ~~(2) An attorney representing an intercollegiate athlete shall be duly licensed~~  
15 ~~to practice law.~~

16 \* \* \*

17 I.(1) An intercollegiate athlete who enters into a contract for compensation  
18 for the use of the athlete's name, image, or likeness with a value of six hundred  
19 dollars or more shall disclose the contract to the postsecondary education institution  
20 in which the athlete is enrolled, in the manner designated by the institution.

21 (2) The institution shall prescribe the reporting requirements that govern  
22 disclosures made pursuant to Paragraph (1) of this Subsection in alignment with the  
23 rules and guidance of the applicable athletic governing commission.

24 \* \* \*

25 L. No postsecondary institution's officers, directors, or employees, including  
26 athletics coaching staff, educators, administrators, healthcare professionals,  
27 consultants, other staff, and agents, whether paid, volunteer, or compensated through  
28 third parties, shall be liable for any damages to an intercollegiate athlete's ability to  
29 earn compensation for the use of the athlete's name, image, or likeness resulting from  
30 decisions and actions routinely taken in the course of intercollegiate athletics or other

1 matters relating directly or indirectly to an athlete's eligibility to participate in  
 2 intercollegiate athletics or profit from the use of the athlete's name, image, and  
 3 likeness, including but not limited to the administration of an ~~institutions's~~  
 4 institution's policies, procedures, codes of conduct, academic standards, health and  
 5 safety protocols, and related matters. No postsecondary institution, nonprofit  
 6 organization, including its subsidiaries and affiliates, whether nonprofit or otherwise,  
 7 formally recognized by a postsecondary institution, and no officer, director,  
 8 employee, other staff member, or agent of the institution or organization shall be  
 9 liable in any manner, whether directly or indirectly, under any theory of law or in  
 10 equity, to a current, former, or prospective intercollegiate athlete based upon the  
 11 performance, nonperformance, breach, or termination of an agreement between the  
 12 current, former, or prospective intercollegiate athlete and a third party involving the  
 13 payment of compensation for name, image, or likeness. However, nothing in this  
 14 Subsection shall protect the postsecondary institution or its employees from acts of  
 15 gross negligence or wanton, willful, malicious, or intentional misconduct.

16 \* \* \*

17 N.(1) Each postsecondary education management board shall adopt policies  
 18 to implement the provisions of this Chapter. Such policies shall require each  
 19 postsecondary education institution under its jurisdiction to adopt and maintain  
 20 institutional policies governing name, image, and likeness activities of intercollegiate  
 21 athletes.

22 ~~(2) No postsecondary education institution shall implement the provisions~~  
 23 ~~of this Chapter until such time as the appropriate management board adopts the~~  
 24 ~~required policies. Each management board has discretion as to when it adopts~~  
 25 ~~policies to implement the provisions of this Chapter. The policies adopted by each~~  
 26 management board and postsecondary education institution shall, at a minimum,  
 27 address the following:

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

CODING: Words in ~~struck through~~ type are deletions from existing law; words underscored are additions.



1           §3705. Interscholastic athlete's compensation and rights; responsibilities of high  
 2                           schools

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

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

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

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

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

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

20                   D. No athletic association, athletic conference, or other organization with  
 21                   authority over interscholastic athletics shall prohibit or prevent a high school from  
 22                   becoming a member of, or participating in, interscholastic athletics sponsored by  
 23                   such organization as a consequence of an interscholastic athlete earning  
 24                   compensation for the use of his name, image, or likeness or obtaining representation  
 25                   by an athlete agent or attorney.

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

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

1                   (a) Adult entertainment.

2                   (b) Alcohol or alcoholic beverages.

3                   (c) Cannabis, cannabinoids, cannabidiol, or other derivatives, excluding  
4 hemp or hemp products.

5                   (d) Gaming, gambling, or wagering, including but not limited to sports  
6 wagering.

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

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

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

11                   (h) Tobacco, tobacco products, alternative nicotine products, nicotine vapor  
12 products, or similar devices.

13                   (i) Weapons, including firearms and ammunition.

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

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

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

28                   G. Prior to executing an agreement for the use of his name, image, or  
29 likeness, an interscholastic athlete shall disclose the proposed agreement to the high  
30 school at which the interscholastic athlete is enrolled in a manner prescribed by the

1 high school. If the proposed agreement conflicts with an existing high school  
2 agreement, the high school shall disclose the relevant terms of the conflicting  
3 agreement to the interscholastic athlete.

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

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

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

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

\_\_\_\_\_  
SPEAKER OF THE HOUSE OF REPRESENTATIVES

\_\_\_\_\_  
PRESIDENT OF THE SENATE

\_\_\_\_\_  
GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: \_\_\_\_\_