

The House Committee on Higher Education offers the following substitute to HB 617:

A BILL TO BE ENTITLED  
AN ACT

1 To amend Chapter 3 of Title 20 of the Official Code of Georgia Annotated, relating to  
2 postsecondary education, so as to provide that student athletes participating in intercollegiate  
3 athletic programs at postsecondary educational institutions may receive compensation for the  
4 use of the student athlete's name, image, or likeness; to provide for application to  
5 intercollegiate athletic associations; to allow for professional representation of such student  
6 athletes participating in intercollegiate athletics; to provide for findings; to provide for  
7 definitions; to provide for related matters; to repeal conflicting laws; and for other purposes.

8 BE IT ENACTED BY THE GENERAL ASSEMBLY OF GEORGIA:

9 **SECTION 1.**

10 Chapter 3 of Title 20 of the Official Code of Georgia Annotated, relating to postsecondary  
11 education, is amended by adding a new article to read as follows:

12 "ARTICLE 13

13 20-3-680.

14 (a) The General Assembly finds that intercollegiate athletic programs provide student  
15 athletes with significant educational opportunities. However, participation in  
16 intercollegiate athletics should not infringe upon the rights of student athletes to have  
17 control over and profit from the commercial use of their name, image, or likeness.

18 (b) As used in this article, the term:

19 (1) 'Intercollegiate athletic association' means any athletic association, athletic  
20 conference, or other similar organization which acts as an organizing, sanctioning,  
21 scheduling, or rule-making body for intercollegiate athletic events in which  
22 postsecondary educational institutions participate.

23 (2) 'Postsecondary educational institution' means a school which is:

24 (A) A unit of the University System of Georgia;

25 (B) A unit of the Technical College System of Georgia; or

26 (C) An independent or private college or university located in Georgia and eligible to  
27 be deemed an 'approved school' pursuant to paragraph (2) of Code Section 20-3-411.

28 (3) 'Student athlete' means a student enrolled at a postsecondary educational institution  
29 who participates in or is eligible to participate in any intercollegiate athletic program at  
30 such institution. A person who is permanently ineligible to participate in a particular  
31 intercollegiate athletic program is not a student athlete for the purposes of such athletic  
32 program.

33 (4) 'Team contract' means any written agreement between a student athlete and a  
34 postsecondary educational institution, or a division, department, program, or team  
35 thereof, which includes goals and objectives, standards, prohibitions, rules, or  
36 expectations applicable to the student athlete.

37 20-3-681.

38 (a) A student athlete at a postsecondary educational institution may earn compensation for  
39 the use of his or her name, image, or likeness. Such compensation must be commensurate  
40 with the market value of the authorized use of the student athlete's name, image, or  
41 likeness. Such compensation may not be provided in exchange, in whole or in part, for a  
42 current or prospective student athlete to attend, participate, or perform at a particular  
43 postsecondary educational institution.

44 (b) A scholarship from the postsecondary educational institution in which a student athlete  
45 is enrolled that provides such student with all or part of the cost of attendance at such  
46 institution is not compensation for purposes of this article.

47 (c) A student athlete's scholarship shall not be revoked, nor shall scholarship eligibility be  
48 adversely impacted, as a result of a student athlete earning compensation or obtaining  
49 representation as provided for in this article.

50 (d)(1) A student athlete shall not enter into a contract providing compensation to the  
51 student athlete for use of the student athlete's name, image, or likeness if a provision of  
52 such contract is in conflict with the student athlete's team contract.

53 (2) A student athlete who enters into a contract providing compensation to the student  
54 athlete for use of the student athlete's name, image, or likeness shall disclose such  
55 contract to an official of the student athlete's postsecondary educational institution, to be  
56 designated by such institution.

57 (3) A postsecondary educational institution asserting a conflict under paragraph (1) of  
58 this subsection shall disclose to the student athlete or the student athlete's representative  
59 the relevant provisions of the contract that are asserted to be in conflict.

60 (4) A team contract entered into on or after the effective date of this article and required  
61 by a postsecondary educational institution, or a division, department, program, or team  
62 thereof, shall not include any provision which prevents or discourages a student athlete

63 from receiving compensation for the use of his or her name, image, or likeness when the  
64 student is not engaged in official activities of the intercollegiate athletic program.

65 (e) A postsecondary educational institution shall conduct a financial literacy and life skills  
66 workshop for a minimum of five hours at the beginning of the student athlete's first and  
67 third academic years. The workshop shall, at a minimum, include information concerning  
68 financial aid, debt management, and a recommended budget for student athletes based on  
69 the current academic year's cost of attendance. The workshop shall also include  
70 information on time management skills necessary for success as a student athlete and  
71 available academic resources. The workshop may not include any marketing, advertising,  
72 referral, or solicitation by providers of financial products or services.

73 (f) A postsecondary educational institution, an entity whose purpose includes supporting  
74 or benefiting such institution or its intercollegiate athletic programs, or an officer, director,  
75 employee, or agent of such institution or entity shall not provide a current or prospective  
76 student athlete with compensation for the use of the student athlete's name, image, or  
77 likeness.

78 (g) A postsecondary educational institution shall not adopt or maintain any policy,  
79 regulation, rule, standard, or other requirement that prevents a student athlete of such  
80 institution from earning compensation as a result of the use of such student's name, image,  
81 or likeness.

82 (h)(1) An intercollegiate athletic association shall not prevent a student athlete from  
83 receiving compensation, or penalize a student athlete for earning compensation, as a  
84 result of the student athlete earning compensation for the use of such student's name,  
85 image, or likeness.

86 (2) An intercollegiate athletic association shall not prevent a postsecondary educational  
87 institution from participating in intercollegiate athletics, or otherwise penalize a  
88 postsecondary educational institution, as a result of a student athlete earning  
89 compensation for the use of such student's name, image, or likeness.

90 20-3-682.

91 (a) A postsecondary educational institution or intercollegiate athletic association shall not  
92 prevent a student athlete from obtaining professional representation in relation to contracts  
93 or legal matters, including but not limited to representation provided by athlete agents, who  
94 shall be certified as provided for under Chapter 4A of Title 43, or legal representation  
95 provided by attorneys, who shall be licensed to practice law in the state.

96 (b) Athlete agents representing student athletes shall comply with the federal Sports Agent  
97 Responsibility and Trust Act, established in 15 U.S.C. Section 7801, et seq., in their  
98 relationships with student athletes."

99 **SECTION 2.**

100 All laws and parts of laws in conflict with this Act are repealed.