

Stricken language would be deleted from and underlined language would be added to present law.  
Act 810 of the Regular Session

1 State of Arkansas *As Engrossed: H3/22/21 S4/5/21*

2 93rd General Assembly

# A Bill

3 Regular Session, 2021

HOUSE BILL 1671

4

5 By: Representatives Shepherd, *McCollum, M. Berry, Brooks, Brown, Christiansen, Cloud, Coleman,*

6 *Cozart, Dalby, Eaves, Evans, Fortner, Godfrey, Hillman, M. Hodges, L. Johnson, Ladyman, Lynch,*

7 *Maddox, McCullough, M. McElroy, McNair, Payton, Perry, Rye, Scott, S. Smith, Springer, Vaught,*

8 *Warren, Watson, D. Whitaker, Wooten, Beaty Jr., Clowney, Fielding, C. Fite, Hudson, McClure*

9 *By: Senators Hester, B. Ballinger, Beckham, L. Chesterfield, J. Dismang, L. Eads, Elliott, J. English,*

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## For An Act To Be Entitled

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AN ACT TO ESTABLISH THE ARKANSAS STUDENT-ATHLETE

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PUBLICITY RIGHTS ACT; AND FOR OTHER PURPOSES.

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17

## Subtitle

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TO ESTABLISH THE ARKANSAS STUDENT-ATHLETE

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PUBLICITY RIGHTS ACT.

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BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

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SECTION 1. Arkansas Code Title 4, Chapter 75, is amended to add an  
additional subchapter to read as follows:

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Subchapter 13 – Arkansas Student-Athlete Publicity Rights Act

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4-75-1301. Title.

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This subchapter shall be known and may be cited as the "Arkansas  
Student-Athlete Publicity Rights Act".

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4-75-1302. Definitions.

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As used in this subchapter:

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(1)(A) "Commercial use" means the use of an individual's readily

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identifiable name, voice, signature, photograph, or likeness:

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(i) For advertising, selling, or soliciting



1 purchases of products, merchandise, goods, or services; or

2 (ii) On or in connection with products, merchandise,  
3 goods, or other commercial activity that is not exempt under this subchapter.

4 (B) "Commercial use" does not include the use of an  
5 individual's name, voice, signature, photograph, or likeness to identify the  
6 individual for the purpose of:

7 (i) Data collection or data reporting and supplying  
8 the data collected or reported; or

9 (ii) Data processing, data matching, data  
10 distribution, or data licensing;

11 (2) "Image" means a picture or other recognizable visual  
12 representation of a student-athlete;

13 (3) "Likeness" means a reproduction of an image of an individual  
14 by any means other than a photograph;

15 (4) "Name" means:

16 (A) The first, middle, or last name of a student-athlete;  
17 or

18 (B) When used in a context that reasonably identifies a  
19 student-athlete with particularity:

20 (i) The initials of the student-athlete; or

21 (ii) The nickname of the student-athlete;

22 (5) "Photograph" means a reproduction of an image of an  
23 individual that readily identifies the individual, whether made by  
24 photography, videotape, live transmission, or other means;

25 (6) "Publicity right" means a right that is recognized under  
26 state or federal law that permits an individual to control and profit from  
27 commercial use of the individual's name, image, voice, signature, photograph,  
28 or likeness;

29 (7)(A) "Student-athlete" means an individual enrolled at an  
30 institution of higher education who is eligible to engage in any varsity  
31 intercollegiate athletics program at the institution.

32 (B) "Student-athlete" does not include an individual who  
33 is permanently ineligible to participate in a particular varsity  
34 intercollegiate athletics program for the purposes of the particular varsity  
35 intercollegiate athletics program; and

36 (8)(A) "Third-party licensee" means an individual or entity that

1 licenses, secures, or uses the publicity rights of a student-athlete or that  
2 provides compensation in any form to a current or prospective student-  
3 athlete, or anyone on behalf of the student-athlete, in exchange for the  
4 student-athlete's using, displaying, referring to, mentioning, endorsing,  
5 advertising, selling, marketing, promoting, or soliciting the purchase of a  
6 product, merchandise, good, service, organization, or business.

7 (B) "Third-party licensee" does not include an athletic  
8 association, athletic conference, institution of higher education, or  
9 nonprofit organization, club, or supporting foundation that is authorized by  
10 an institution of higher education and established solely to advance the  
11 purposes of the institution of higher education.

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13 4-75-1303. Right to compensation.

14 (a) Except as prohibited in this subchapter, a student-athlete may  
15 enter into a contract and receive compensation for the commercial use of the  
16 student-athlete's publicity rights.

17 (b) Except as provided in this subchapter or applicable federal law,  
18 an institution of higher education shall not uphold any rule, requirement,  
19 standard, or other limitation of an athletic association or athletic  
20 conference that prevents a student athlete from earning compensation for the  
21 commercial use of the student-athlete's publicity rights.

22 (c) Earning compensation for the commercial use of a student-athlete's  
23 publicity rights shall not affect the student-athlete's scholarship  
24 eligibility.

25 (d) An athletic association, athletic conference, or any other  
26 organization with authority over varsity intercollegiate athletics shall not:

27 (1) Prevent a student-athlete from receiving compensation for  
28 the commercial use of the student-athlete's publicity rights under this  
29 subchapter;

30 (2) Penalize a student-athlete for receiving compensation for  
31 the commercial use of the student-athlete's publicity rights under this  
32 subchapter; or

33 (3) Prevent an institution of higher education from  
34 participating in varsity intercollegiate athletics, or otherwise penalize an  
35 institution of higher education, as a result of a student-athlete's receipt  
36 of compensation under this subchapter.

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4-75-1304. Conflicts.

(a) A third-party licensee or student-athlete shall not enter into a contract for the commercial use of the student-athlete's publicity rights if the contract:

(1) Requires the student-athlete to endorse, use, solicit, sell, market, advertise, promote, refer to, mention, display, or otherwise promote the name, image, logo, product, service, purpose, campaign, business, digital or physical address, or location of any third-party licensee or commercial entity during a varsity intercollegiate athletic practice, competition, or other activity;

(2) Conflicts with a term or condition of a contract, policy, rule, regulation, or standard of the student-athlete's enrolled institution of higher education; or

(3) Involves the student-athlete's performance or lack of performance in athletic competition.

(b) A contract in violation of this subchapter is void and unenforceable.

4-75-1305. Representation.

(a) An agent, athlete agent, financial advisor, or attorney who is providing professional representation of a student-athlete shall be licensed, as applicable, in this state.

(b) An institution of higher education, athletic association, athletic conference, or other organization with authority over varsity intercollegiate athletics shall not prevent a student-athlete from participating in a varsity intercollegiate sport, or otherwise penalize a student-athlete, for obtaining professional representation in connection with an opportunity to earn compensation for the commercial use of the student-athlete's publicity rights.

(c) A student-athlete may rescind a publicity rights contract with a third-party licensee or a contract for professional representation related to publicity rights without being held liable for breach of contract and with no obligation to return payments received before giving notice of rescission if the student-athlete is no longer:

(1) Enrolled at an institution of higher education;

1 (2) Eligible to engage in any varsity intercollegiate athletics  
2 program at an institution of higher education; or

3 (3) Participating in varsity intercollegiate athletics at an  
4 institution of higher education.

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6 4-75-1306. Disclosure.

7 (a)(1) A student-athlete who enters into a contract related to the  
8 commercial use of the student-athlete's publicity rights shall disclose to a  
9 designated official of the student-athlete's institution of higher education  
10 the existence of the contract, including the contract terms, conditions,  
11 parties, and compensation amounts.

12 (2) The disclosure described in subdivision (a)(1) of this  
13 section shall be made within a time period and in a manner designated by the  
14 institution of higher education.

15 (b)(1) A professional representative of a student-athlete for a  
16 contractual or legal matter regarding the student-athlete's opportunity to  
17 earn compensation for the commercial use of the student-athlete's publicity  
18 rights shall disclose to a designated official of the student-athlete's  
19 institution of higher education the relationship between the professional  
20 representative and the student-athlete and the existence of the contract,  
21 including without limitation the contract terms, conditions, parties, and  
22 compensation amounts.

23 (2) The disclosure described in subdivision (b)(1) of this  
24 section shall be made within a time period and in a manner designated by the  
25 institution of higher education.

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27 4-75-1307. Scope.

28 (a) This subchapter does not:

29 (1) Allow a student-athlete to seek or obtain compensation for  
30 any use of the student-athlete's publicity rights stated in § 4-75-1110;

31 (2) Require an institution of higher education, athletic  
32 association, conference, or other organization with authority over varsity  
33 intercollegiate athletics to identify, create, facilitate, negotiate, or  
34 otherwise enable opportunities for a student-athlete to earn compensation for  
35 the commercial use of the student-athlete's publicity rights;

36 (3) Authorize a student-athlete to use the name, nicknames,

1 trademarks, service marks, landmarks, facilities, trade dress, uniforms,  
2 songs, mascots, logos, images, symbols, or other intellectual property,  
3 whether registered or not, of an institution of higher education, athletic  
4 association, conference, or other organization with authority over varsity  
5 intercollegiate athletics;

6 (4) Limit the right of an institution of higher education to  
7 establish and enforce:

8 (A) Academic standards, requirements, regulations or  
9 obligations for its students;

10 (B) Team rules of conduct or other rules of conduct;

11 (C) Standards or policies regarding the governance or  
12 operation of or participation in varsity intercollegiate athletics; or

13 (D) Disciplinary rules generally applicable to all  
14 students of the institution of higher education;

15 (5) Authorize any prospective student-athlete who may attend an  
16 institution of higher education, any third-party licensee, or anyone acting  
17 on behalf of the prospective student-athlete to negotiate or receive  
18 compensation for the commercial use of the prospective student-athlete's  
19 publicity rights before the student-athlete's enrollment in an institution of  
20 higher education or practice or competition in varsity intercollegiate  
21 athletics; or

22 (6) Render student-athletes employees of the institution of  
23 higher education based on participation in varsity intercollegiate athletic  
24 competition.

25 (b) Notwithstanding any other provision of this subchapter, a student-  
26 athlete participating in varsity intercollegiate athletics is prohibited from  
27 earning compensation as a result of the commercial use of the student-  
28 athlete's publicity rights in connection with any person or entity related to  
29 or associated with the development, promotion, production, distribution,  
30 wholesaling, or retailing of:

31 (1) Adult entertainment, sexually suggestive products, or sex-  
32 oriented products, services, conduct, imagery, or inferences;

33 (2) Alcohol products;

34 (3) A casino and gambling, including without limitation sports  
35 betting and betting in connection with a video game or online game, or on a  
36 mobile device;

1           (4) Tobacco, marijuana, or electronic smoking products and  
2 devices;

3           (5) Pharmaceuticals;

4           (6) Any dangerous or controlled substance;

5           (7) Drug paraphernalia;

6           (8) Weapons, including without limitation firearms and  
7 ammunition; or

8           (9) Any product, substance, or method that is prohibited in  
9 competition by an athletic association, athletic conference, or other  
10 organization governing varsity intercollegiate athletic competition.

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12        4-75-1308. Civil remedy.

13        (a)(1) An institution of higher education or a student-athlete as  
14 defined in § 4-75-1302 has a cause of action for damages against an athlete  
15 agent or third-party licensee if the institution of higher education or  
16 student-athlete is adversely affected by an act or omission of the athlete  
17 agent, third-party licensee, or anyone acting on behalf of the athlete agent  
18 or third-party licensee in violation of this subchapter.

19        (2) An institution of higher education or student-athlete is  
20 adversely affected by an act or omission of an athlete agent, third-party  
21 licensee, or anyone acting on behalf of the athlete agent or third-party  
22 licensee, only if, because of the act or omission, the institution of higher  
23 education or student-athlete:

24           (A) Is suspended or disqualified from participating in an  
25 intercollegiate sport; or

26           (B) Suffers financial damage.

27        (b) A student-athlete has a cause of action under this section only if  
28 the student-athlete was enrolled in an institution of higher education at the  
29 time of the act or omission.

30        (c) In an action under this section, a prevailing plaintiff may  
31 recover punitive damages, reasonable attorney's fees and costs, and any other  
32 reasonable litigation expenses.

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34        SECTION 2. EFFECTIVE DATE. This act is effective on and after January  
35 1, 2022.

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*/s/Shepherd*

**APPROVED: 4/21/21**