



JMU Athletics

Name, Image, and Likeness Policy

Effective 07/01/2021

This policy will govern James Madison University (here forward referenced as JMU) student-athletes in regards to Name, Image, and Likeness (here forward referenced as NIL) activities up until the point in time when and if the Commonwealth of Virginia passes or adopts state-wide Name, Image, and Likeness legislation or executive order. This policy does not supersede any University policies, and student-athletes must adhere to all University, CAA, and NCAA regulations when engaging in NIL activities.

1. Name, Image and Likeness Representation
 - a. It is permissible for student-athletes to obtain legal counsel and/or representation specific to their name, image, or likeness activities. Such representation is strictly limited to NIL activities and it will remain impermissible to have such representation for athletic participation.
 - i. Representation for NIL activities includes talent agents (as opposed to sports agents), marketing firms, legal counsel, and financial advisors. Student-athletes may use other professional service providers not listed provided their services are directly related to NIL activities.
 1. JMU athletic department employees are prohibited from assisting with or facilitating NIL activities for student-athletes. Institutional employees are permitted to provide education in regards to NIL, but may not provide any other professional services.
2. Prohibited Name, Image, or Likeness Benefits
 - a. Student-athletes may not receive payment in exchange for athletic participation at JMU. Further, prospective student-athletes may not receive payments for future participation in athletics at JMU per NCAA rules.
 - b. JMU shall not provide payments or benefits to a student-athlete in relation to their Name, Image, or Likeness. This includes but is not limited to direct payments or payments for the purchase of any goods/services that a student-athlete may produce.
 - c. Payments, benefits or promise of pay by any individual acting on behalf of the institution or at the request of an institutional staff member is prohibited.
3. Prohibited Name, Image and Likeness Activities
 - a. NIL activities that conflict with NCAA, CAA, or JMU rules are prohibited. Further, activities that conflict with local, state, or federal laws are prohibited.
 - b. NIL activities may not occur during countable athletically related activities or required team activities, which includes but is not limited to practice, competition, or, academic meetings, or community service.
 - c. Class may not be missed for participation in NIL activities.
 - d. Neither JMU nor any third party representatives of JMU (e.g. JMU Sports Properties) may facilitate or arrange NIL activities for student-athletes.



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4. Use of JMU Property
 - a. The JMU student handbook shall provide all policy and procedure information in regards to Soliciting, Petitioning, Selling, Surveying, and Publicizing while on campus.
 - b. If a student wishes to conduct an event on the campus of JMU the student must pay the appropriate rental costs for the facility. All other requirements for events on campus established by JMU must be followed.
 - c. The student-athlete may use JMU intellectual property such as logos and trademarks for their NIL activities. JMU policies regarding licensed materials must be followed which includes but is not limited to the student-athlete completing a licensing application, the application being approved, and paying any associated fees when required.
5. Name, Image, and Likeness Disclosure
 - a. Student-athletes must disclose the NIL activities that they will participate in to the athletics department. Failing to disclose or participating in an impermissible NIL activity as referenced in the above policy could result in removal from an athletics team and/or cancellation of athletics aid.
 - i. Disclosure should occur prior to participation in an activity and must be submitted to the athletics compliance office for each activity the student participates in.