



Ohio Revised Code

Section 3376.03 Athletic authority prohibitions regarding use of name, image, or likeness.

Effective: April 3, 2025

Legislation: House Bill 315 - 135th General Assembly

An athletic association, conference, or other group or organization with authority over intercollegiate athletics shall not do any of the following:

(A) Prevent a student-athlete of a state institution of higher education or private college from fully participating in intercollegiate athletics because the student-athlete does either of the following:

(1) Earns compensation as a result of the use of the student-athlete's name, image, or likeness or any other compensation related to the student-athlete's position on the roster of an intercollegiate athletics team;

(2) Obtains professional representation from an athlete agent or attorney.

(B) Prevent a state institution of higher education or private college from becoming a member of the athletic association, conference, or other group or organization or from participating in intercollegiate athletics sponsored by the athletic association, conference, or other group or organization because a student-athlete of that institution or college participating in intercollegiate athletics does either of the following:

(1) Earns compensation from the use of the student-athlete's name, image, or likeness or any other compensation related to the student-athlete's position on the roster of an intercollegiate athletics team;

(2) Obtains professional representation from an athlete agent or attorney.

(C) Consider a complaint, initiate an investigation, or take any adverse action against a state institution of higher education, private college, institutional marketing associate, or third-party entity for engaging in any conduct authorized under this chapter;



(D) Penalize a state institution of higher education, private college, or student-athlete, or prevent the institution, college, or student-athlete from participating in intercollegiate athletics, because another individual or third-party entity whose purpose includes supporting or benefiting the institution, college, or student-athlete violates a rule or regulation of the athletic association, conference, or other group or organization that addresses compensation for use of a student-athlete's name, image, or likeness.

(E) Prevent a state institution of higher education or private college from compensating a student-athlete for use of the student-athlete's name, image, or likeness or providing any other compensation related to the student-athlete's position on the roster of an intercollegiate athletics team;

(F) Prevent a state institution of higher education, private college, institutional marketing associate, or third-party entity from identifying, creating, facilitating, negotiating, supporting, assisting with, engaging with, or otherwise enabling opportunities for a student-athlete to earn compensation for use of the student-athlete's name, image, or likeness.