



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

HB1116

Introduced 1/9/2025, by Rep. David Friess

SYNOPSIS AS INTRODUCED:

110 ILCS 190/10
110 ILCS 190/15

Amends the Student-Athlete Endorsement Rights Act. Provides that if a student-athlete earns more than \$250,000 from the use of the name, image, likeness, or voice of the student-athlete, then any academic scholarship granted to the student-athlete shall be reduced by \$1 per dollar the student-athlete earns over \$250,000.

LRB104 04876 LNS 14903 b

1 AN ACT concerning education.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Student-Athlete Endorsement Rights Act is
5 amended by changing Sections 10 and 15 as follows:

6 (110 ILCS 190/10)

7 Sec. 10. Compensation.

8 (a) Except as provided in Section 15:

9 (1) A student-athlete may earn compensation,
10 commensurate with market value, for the use of the name,
11 image, likeness, or voice of the student-athlete and
12 obtain and retain an agent for any matter or activity
13 relating to such compensation.

14 (2) A student-athlete may not earn compensation under
15 this Act in exchange for the student-athlete's athletic
16 ability or participation in intercollegiate athletics or
17 sports competition.

18 (3) (Blank).

19 (4) This Act may not be interpreted to consider a
20 student-athlete as an employee, agent, or independent
21 contractor of an association, a conference, or a
22 postsecondary educational institution.

23 (b) If a student-athlete earns more than \$250,000 from the

1 use of the name, image, likeness, or voice of the
2 student-athlete, then any academic scholarship granted to the
3 student-athlete shall be reduced by \$1 per dollar the
4 student-athlete earns over \$250,000.

5 (Source: P.A. 102-42, eff. 7-1-21; 102-892, eff. 5-20-22;
6 103-724, eff. 1-1-25.)

7 (110 ILCS 190/15)

8 Sec. 15. Postsecondary educational institutions;
9 limitations; prohibitions.

10 (a) Except as provided in this Act, a postsecondary
11 educational institution shall not uphold any contract, rule,
12 regulation, standard, or other requirement that prevents a
13 student-athlete of that institution from earning compensation
14 as a result of the use of the student-athlete's name, image,
15 likeness, or voice. Any such contract, rule, regulation,
16 standard, or other requirement shall be void and unenforceable
17 against the postsecondary educational institution or the
18 student-athlete. Except as provided in subsection (b) of
19 Section 10, compensation ~~Compensation~~ from the use of a
20 student-athlete's name, image, likeness, or voice may not
21 affect the student-athlete's scholarship eligibility,
22 grant-in-aid, or other financial aid, awards or benefits, or
23 the student-athlete's intercollegiate athletic eligibility.
24 Nothing in this Act is intended to alter any State or federal
25 laws, rules, or regulations regarding the award of financial

1 aid at postsecondary educational institutions.

2 (b) Except as provided in this Act, an athletic
3 association, conference, or other group or organization with
4 authority over intercollegiate athletic programs, including,
5 but not limited to, the National Collegiate Athletic
6 Association, the National Association of Intercollegiate
7 Athletics, and the National Junior College Athletic
8 Association, shall not prevent, or otherwise enforce a
9 contract, rule, regulation, standard, or other requirement
10 that prevents a student-athlete at a postsecondary educational
11 institution from earning compensation as a result of the use
12 of the student-athlete's name, image, likeness, or voice.

13 (c) To protect the integrity of its educational mission
14 and intercollegiate athletics program, a postsecondary
15 educational institution may impose reasonable limitations on
16 the dates and time that a student-athlete may participate in
17 endorsement, promotional, social media, or other activities
18 related to the license or use of the student-athlete's name,
19 image, likeness, or voice. Nothing in this Act shall restrict
20 a postsecondary educational institution from exercising its
21 sole discretion to control the authorized use of its marks or
22 logos or to determine a student-athlete's apparel, gear, or
23 other wearables during an intercollegiate athletics
24 competition or institution-sponsored event. A student-athlete
25 may not receive or enter into a contract for compensation for
26 the use of the student-athlete's name, image, likeness, or

1 voice in a way that also uses any registered or licensed marks,
2 logos, verbiage, name, or designs of a postsecondary
3 educational institution, unless the postsecondary educational
4 institution has provided the student-athlete with written
5 permission to do so prior to execution of the contract or
6 receipt of compensation. If permission is granted to the
7 student-athlete, the postsecondary educational institution, by
8 an agreement of all of the parties, may be compensated for the
9 use in a manner consistent with market rates. A postsecondary
10 educational institution may also prohibit a student-athlete
11 from wearing any item of clothing, shoes, or other gear or
12 wearables with the name, logo, or insignia of any entity
13 during an intercollegiate athletics competition or
14 institution-sponsored event.

15 (d) An athletic association, conference, or other group or
16 organization with authority over intercollegiate athletics
17 programs, including, but not limited to, the National
18 Collegiate Athletic Association, the National Association of
19 Intercollegiate Athletics, and the National Junior College
20 Athletic Association, shall not enforce a contract, rule,
21 regulation, standard, or other requirement that prevents a
22 postsecondary educational institution from participating in an
23 intercollegiate athletics program as a result of the
24 compensation of a student-athlete for the use of the
25 student-athlete's name, image, likeness, or voice.

26 (e) If allowed by a court order, a settlement agreement,

1 an athletic association, conference, or other group or
2 organization with authority over intercollegiate athletics
3 programs, or a policy of a postsecondary educational
4 institution, the postsecondary educational institution,
5 athletic association, conference, or other group or
6 organization with authority over intercollegiate athletics
7 programs, including, but not limited to, the National
8 Collegiate Athletic Association, the National Association of
9 Intercollegiate Athletics, and the National Junior College
10 Athletic Association, may directly or indirectly:

11 (1) enter into, or offer to enter into, a publicity
12 rights agreement with a prospective or current
13 student-athlete; or

14 (2) provide a prospective or current student-athlete
15 or the student-athlete's family compensation in relation
16 to the use of the student-athlete's name, image, likeness,
17 or voice.

18 (f) A postsecondary educational institution, athletic
19 association, conference, or other group or organization with
20 authority over intercollegiate athletics programs, including,
21 but not limited to, the National Collegiate Athletic
22 Association, the National Association of Intercollegiate
23 Athletics, and the National Junior College Athletic
24 Association, shall not prevent a student-athlete from
25 obtaining professional representation for purposes of this Act
26 in relation to name, image, likeness, or voice, or to secure a

1 publicity rights agreement, including, but not limited to,
2 representation provided by athlete agents or legal
3 representation provided by attorneys. A student-athlete shall
4 provide the postsecondary educational institution with written
5 notice and a copy of the agreement in the manner and at a time
6 prescribed by the institution.

7 (Source: P.A. 102-42, eff. 7-1-21; 102-892, eff. 5-20-22;
8 103-724, eff. 1-1-25.)