

Practice Update

NCAA to Allow College Athletes to Profit off Use of Likeness

October 31, 2019

On October 29, 2019, the NCAA's Board of Governors (the Board) voted unanimously to allow college athletes to profit off of the use of their name, image, and likeness. Specifically, the Board's action directs each of the NCAA's three divisions to begin considering revisions to rules and policies to allow for such compensation of athletes. In the interim, the NCAA Board of Governors Federal and State Legislation Working Group will gather feedback through April 2020 with a plan to have the revised rules completed by January 2021.

For more regarding this directive from the NCAA, see their public statement, available [here](#).

We will continue to monitor for updates on progress with regard to these rule changes, and will make them available here.

This Akerman Practice Update is intended to inform firm clients and friends about legal developments, including recent decisions of various courts and administrative bodies. Nothing in this Practice Update should be construed as legal advice or a legal opinion, and readers should not act upon the information contained in this Update without seeking the advice of legal counsel.

Related People

Jamel A.R. Greer

Related Work

Government Strategies
Higher Education and
Collegiate Athletics

Related Offices

Chicago