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26 468.453 Licensure required; qualifications; license  
 27 nontransferable; service of process; temporary license; license  
 28 or application from another state.—

29 (8) Notwithstanding subsection (3), a person must hold a  
 30 valid license as an athlete agent to act as an athlete agent  
 31 representing an intercollegiate athlete for purposes of  
 32 contracts that allow an intercollegiate athlete to profit from  
 33 the commercial use of her or his name, image, or likeness and to  
 34 be protected from unauthorized appropriation and commercial  
 35 exploitation of her or his right to publicity, including her or  
 36 his name, image, or likeness authorized under s. 1006.74.

37 ~~(9) Notwithstanding athletic conference or collegiate~~  
 38 ~~athletic association rules, bylaws, regulations, and policies to~~  
 39 ~~the contrary, an athlete agent may represent an intercollegiate~~  
 40 ~~athlete in securing compensation for the use of her or his name,~~  
 41 ~~image, or likeness under s. 1006.74.~~

42 Section 2. Section 1006.74, Florida Statutes, is amended  
 43 to read:

44 1006.74 Intercollegiate athlete compensation and rights.—  
 45 The Legislature finds that intercollegiate athletics provide  
 46 intercollegiate athletes with significant educational  
 47 opportunities. However, participation in intercollegiate  
 48 athletics should not infringe upon an intercollegiate athlete's  
 49 ability to earn compensation for her or his name, image, or  
 50 likeness. An intercollegiate athlete must have an equal

51 opportunity to control and profit from the commercial use of her  
 52 or his name, image, or likeness, and be protected from  
 53 unauthorized appropriation and commercial exploitation of her or  
 54 his right to publicity, including her or his name, image, or  
 55 likeness.

56 (1) For the purpose of ~~DEFINITIONS.~~ ~~As used in this~~  
 57 section, the term:

58 ~~(a) "Athletic program" means an intercollegiate athletic~~  
 59 ~~program at a postsecondary educational institution.~~

60 ~~(b) "Intercollegiate athlete" means a student who~~  
 61 ~~participates in an athletic program.~~

62 ~~(c) "Postsecondary educational institution" means a state~~  
 63 ~~university, a Florida College System institution, or a private~~  
 64 ~~college or university receiving aid under chapter 1009.~~

65 (2) ~~INTERCOLLEGIATE ATHLETE COMPENSATION AND RIGHTS AND~~  
 66 ~~POSTSECONDARY EDUCATIONAL INSTITUTION RESPONSIBILITIES.~~

67 ~~(a) An intercollegiate athlete at a postsecondary~~  
 68 ~~educational institution may earn compensation for the use of her~~  
 69 ~~or his name, image, or likeness. Such compensation must be~~  
 70 ~~commensurate with the market value of the authorized use of the~~  
 71 ~~athlete's name, image, or likeness. To preserve the integrity,~~  
 72 ~~quality, character, and amateur nature of intercollegiate~~  
 73 ~~athletics and to maintain a clear separation between amateur~~  
 74 ~~intercollegiate athletics and professional sports, such~~  
 75 ~~compensation may not be provided in exchange for athletic~~

76 ~~performance or attendance at a particular institution and may~~  
77 ~~only be provided by a third party unaffiliated with the~~  
78 ~~intercollegiate athlete's postsecondary educational institution.~~

79 ~~(b) A postsecondary educational institution may not adopt~~  
80 ~~or maintain a contract, rule, regulation, standard, or other~~  
81 ~~requirement that prevents or unduly restricts an intercollegiate~~  
82 ~~athlete from earning compensation for the use of her or his~~  
83 ~~name, image, or likeness. Earning such compensation may not~~  
84 ~~affect the intercollegiate athlete's grant-in-aid or athletic~~  
85 ~~eligibility.~~

86 ~~(c) A postsecondary educational institution; an entity~~  
87 ~~whose purpose includes supporting or benefiting the institution~~  
88 ~~or its athletic programs; or an officer, director, or employee~~  
89 ~~of such institution or entity may not compensate or cause~~  
90 ~~compensation to be directed to a current or prospective~~  
91 ~~intercollegiate athlete for her or his name, image, or likeness.~~

92 ~~(d) A postsecondary educational institution may not~~  
93 ~~prevent or unduly restrict an intercollegiate athlete from~~  
94 ~~obtaining professional representation by an athlete agent or~~  
95 ~~attorney engaged for the purpose of securing compensation for~~  
96 ~~the use of her or his name, image, or likeness. Pursuant to s.~~  
97 ~~468.453(8), an athlete agent representing an intercollegiate~~  
98 ~~athlete for purposes of securing compensation for the use of her~~  
99 ~~or his name, image, or likeness must be licensed under part IX~~  
100 ~~of chapter 468. An attorney representing an intercollegiate~~

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101 ~~athlete for purposes of securing compensation for the use of her~~  
102 ~~or his name, image, or likeness must be a member in good~~  
103 ~~standing of The Florida Bar.~~

104 ~~(c) A grant-in-aid, including cost of attendance, awarded~~  
105 ~~to an intercollegiate athlete by a postsecondary educational~~  
106 ~~institution is not compensation for the purposes of this~~  
107 ~~subsection and may not be revoked or reduced as a result of an~~  
108 ~~intercollegiate athlete earning compensation or obtaining~~  
109 ~~professional representation under this subsection.~~

110 ~~(f) An intercollegiate athlete under 18 years of age must~~  
111 ~~have any contract for compensation for the use of her or his~~  
112 ~~name, image, or likeness approved under ss. 743.08 and 743.09.~~

113 ~~(g) An intercollegiate athlete's contract for compensation~~  
114 ~~for the use of her or his name, image, or likeness may not~~  
115 ~~violate this subsection.~~

116 ~~(h) An intercollegiate athlete may not enter into a~~  
117 ~~contract for compensation for the use of her or his name, image,~~  
118 ~~or likeness if a term of the contract conflicts with a term of~~  
119 ~~the intercollegiate athlete's team contract. A postsecondary~~  
120 ~~educational institution asserting a conflict under this~~  
121 ~~paragraph must disclose each relevant contract term that~~  
122 ~~conflicts with the team contract to the intercollegiate athlete~~  
123 ~~or her or his representative.~~

124 ~~(i) An intercollegiate athlete who enters into a contract~~  
125 ~~for compensation for the use of her or his name, image, or~~

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126 ~~likeness shall disclose the contract to the postsecondary~~  
127 ~~educational institution at which she or he is enrolled, in a~~  
128 ~~manner designated by the institution.~~

129 ~~(j) The duration of a contract for representation of an~~  
130 ~~intercollegiate athlete or compensation for the use of an~~  
131 ~~intercollegiate athlete's name, image, or likeness may not~~  
132 ~~extend beyond her or his participation in an athletic program at~~  
133 ~~a postsecondary educational institution.~~

134 ~~(k)~~ A postsecondary educational institution must ~~shall~~  
135 conduct at least two a financial literacy, and life skills, and  
136 entrepreneurship workshops, each workshop for a minimum of 5  
137 hours, before the graduation of an intercollegiate athlete at  
138 the beginning of the intercollegiate athlete's first and third  
139 academic years. The workshops may not be identical, and the  
140 second workshop must include more rigorous instruction. The  
141 workshops may not be conducted in the same semester. Each ~~The~~  
142 workshop must ~~shall~~, at a minimum, include information  
143 concerning entrepreneurship, financial aid, debt management, and  
144 a recommended budget for full and partial grant-in-aid  
145 intercollegiate athletes based on the current academic year's  
146 cost of attendance. Each ~~The~~ workshop must ~~shall~~ also include  
147 information on time management skills necessary for success as  
148 an intercollegiate athlete and available academic resources.  
149 Each ~~The~~ workshop may not include any marketing, advertising,  
150 referral, or solicitation by providers of financial products or

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151 services.

152 (3) A postsecondary educational institution or an employee  
153 of such institution, including an athletic coach, is not liable  
154 for any damages to an intercollegiate athlete's ability to earn  
155 compensation for the use of her or his name, image, or likeness  
156 resulting from decisions and actions routinely taken in the  
157 course of intercollegiate athletics.

158 (4) REGULATIONS AND RULES.—The Board of Governors and the  
159 State Board of Education shall adopt regulations and rules,  
160 respectively, to implement this section.

161 Section 3. This act shall take effect upon becoming a law.