



PREVAILED

Roll Call No. _____

FAILED

Ayes _____

WITHDRAWN

Noes _____

RULED OUT OF ORDER

HOUSE MOTION _____

MR. SPEAKER:

I move that House Bill 1266 be amended to read as follows:

1 Page 20, between lines 33 and 34, begin a new paragraph and insert:
2 "SECTION 19. IC 20-33-15 IS ADDED TO THE INDIANA CODE
3 AS A NEW CHAPTER TO READ AS FOLLOWS [EFFECTIVE
4 JULY 1, 2026]:
5 **Chapter 15. Student Athlete Name, Image, and Likeness**
6 **Sec. 1. As used in this chapter, "association" has the meaning set**
7 **forth in IC 20-26-14-1.**
8 **Sec. 2. (a) As used in this chapter, "name, image, or likeness**
9 **collective" means a group, organization, or cooperative enterprise**
10 **that exists to collect funds from donors, individuals, or businesses**
11 **to:**
12 **(1) facilitate name, image, and likeness contracts or**
13 **agreements for student athletes;**
14 **(2) facilitate payments to, or transfer funds to, student**
15 **athletes;**
16 **(3) create a means for student athletes to monetize their name,**
17 **image, or likeness; or**
18 **(4) otherwise promote name, image, and likeness activities for**
19 **schools or student athletes.**
20 **(b) The term does not include school sanctioned athletic team or**
21 **sport fundraising.**
22 **Sec. 3. As used in this chapter, "public school" means the**

1 **following:**

2 (1) A school maintained by a school corporation.
3 (2) A charter school.

4 **Sec. 4. As used in this chapter, "registered adviser" means an**
5 **individual who consults with a student athlete regarding**
6 **compensation for the student athlete's name, image, or likeness,**
7 **including a student athlete's:**

8 (1) coach;
9 (2) academic adviser; or
10 (3) designated employee of the student athlete's school.

11 **Sec. 5. (a) A high school student athlete may earn compensation**
12 **for the use of the student athlete's name, image, or likeness.**

13 **(b) A high school student athlete who is less than eighteen (18)**
14 **years of age must obtain written permission from the student**
15 **athlete's parent to earn compensation under subsection (a).**

16 **(c) A high school student athlete may not engage in any name,**
17 **image, or likeness activity, or enter into a contract or agreement**
18 **under subsection (a) involving the following:**

19 (1) Adult entertainment products and services.
20 (2) Alcohol products.
21 (3) Tobacco products.
22 (4) Vaping products.
23 (5) Nicotine products.
24 (6) Controlled substances.
25 (7) Prescription pharmaceuticals.
26 (8) Gambling or betting initiatives, including:
27 (A) sports betting;
28 (B) state lotteries; or
29 (C) video, online, or mobile game betting.
30 (9) Weapons, firearms, or ammunition.
31 (10) A name, image, or likeness collective.

32 **(d) A contract between a high school student athlete and an**
33 **agent may not allow the agent to receive more than three percent**
34 **(3%) of the student athlete's total compensation, monetary or**
35 **otherwise, from a name, image, or likeness contract or agreement**
36 **between the student athlete and the agent.**

37 **(e) Any name, image, or likeness contract or agreement entered**
38 **into by a high school student athlete must comply with all state and**
39 **federal laws.**

40 **Sec. 6. (a) A high school student athlete may consult with a**
41 **registered adviser regarding compensation for the student athlete's**
42 **name, image, or likeness. A high school student athlete less than**
43 **eighteen (18) years of age must obtain written permission from the**
44 **student athlete's parent to consult with a registered adviser.**

45 **(b) A registered adviser of a high school student athlete must**
46 **notify the school principal, or the principal's designee, of the school**
47 **in which the student athlete is enrolled of the registered adviser's**

1 **role in advising the student athlete.**

2 **Sec. 7. Each public school that enrolls a high school student**
3 **athlete who is pursuing compensation for the student athlete's**
4 **name, image, or likeness:**

5 **(1) must maintain a list of all registered advisers at the school;**
6 **and**

7 **(2) may provide educational resources to assist student**
8 **athletes in understanding name, image, or likeness**
9 **opportunities, financial literacy, and contractual obligations.**

10 **Sec. 8. A public school may not:**

11 **(1) establish, join, or otherwise participate in, a name, image,**
12 **or likeness collective; or**

13 **(2) enter into a contract or agreement with a high school**
14 **student athlete for compensation, monetary or otherwise,**
15 **concerning the student athlete's name, image, or likeness.**

16 **Sec. 9. An association may not establish bylaws that require a**
17 **high school student athlete to register compensation with the**
18 **association, an association member school, or any other entity.".**

19 Renumber all SECTIONS consecutively.

(Reference is to HB 1266 as printed January 22, 2026.)

Representative Burton