



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WITHDRAWN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**

following:

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

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

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

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

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

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

- (1) Adult entertainment products and services.
- (2) Alcohol products.
- (3) Tobacco products.
- (4) Vaping products.
- (5) Nicotine products.
- (6) Controlled substances.
- (7) Prescription pharmaceuticals.
- (8) Gambling or betting initiatives, including:
 - (A) sports betting;
 - (B) state lotteries; or
 - (C) video, online, or mobile game betting.
- (9) Weapons, firearms, or ammunition.
- (10) A name, image, or likeness collective.

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

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

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

(b) A registered adviser of a high school student athlete must notify the school principal, or the principal's designee, of the school 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