

# HB489 INTRODUCED



1 HB489  
2 7IZ7VVE-1  
3 By Representatives Gray, Tillman, Chestnut, England, Hendrix  
4 RFD: Economic Development and Tourism  
5 First Read: 01-Apr-25



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SYNOPSIS:

This bill would allow high school student athletes to receive compensation for the use of their name, image, or likeness.

This bill would also provide requirements to be adhered to when compensating high school student athletes for the use of their name, image, or likeness.

A BILL  
TO BE ENTITLED  
AN ACT

Relating to high school athletics; to allow student athletes to receive compensation for the use of their name, image, or likeness; and to provide requirements for compensating student athletes for the use of their name, image, or likeness.

BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

Section 1. (a) For the purposes of this section, the following terms have the following meanings:

(1) ATHLETIC ACTIVITY. The term as defined in Section 16-30D-2, Code of Alabama 1975.

(2) COMPENSATION. Any monetary or in-kind payment to a student athlete.



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29 (3) SCHOOL. Any public or nonpublic K-12 school in this  
30 state.

31 (4) STUDENT ATHLETE. A student who is enrolled in a  
32 school and participates in any athletic activity.

33 (b) No student athlete in this state shall be prevented  
34 from receiving compensation for the use of his or her name,  
35 image, or likeness.

36 (c) The receipt of compensation by a student athlete  
37 for the use of his or her name, image, or likeness shall be  
38 subject to all of the following requirements:

39 (1) Compensation may not be:

40 a. Contingent on specific athletic performance or  
41 achievement.

42 b. Provided as an incentive to enroll or remain  
43 enrolled at a specific school.

44 c. Provided by any school or any individual acting as  
45 an agent for a school.

46 (2) None of the following may be used, worn, or  
47 endorsed in relation to a student athlete receiving  
48 compensation for the use of his or her name, image, or  
49 likeness:

50 a. Marks, including a school logo, school name, school  
51 mascot, or trademarked logo or acronym of an athletic  
52 association.

53 b. School apparel or equipment, including a school  
54 uniform or any apparel displaying a trademarked logo or  
55 acronym of an athletic association.

56 c. A school facility.



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57           d. Activities in conflict with a school's policies,  
58 including the use of tobacco products, alcohol products, or  
59 controlled substances.

60           (3) Prior to receiving compensation as authorized by  
61 this section, a student athlete and a parent or legal guardian  
62 of the student athlete shall receive professional guidance as  
63 to the potential impacts and consequences of receiving the  
64 compensation, including collegiate financial aid and tax  
65 implications.

66           (4) A student athlete may not receive compensation as  
67 permitted in this section unless the student athlete or a  
68 parent or legal guardian of the student athlete first notifies  
69 the principal or athletic director of the student athlete's  
70 school that the student athlete intends to enter into any type  
71 of name, image, or likeness contract or agreement no less than  
72 seven days prior to entering into the contract or agreement.

73           Section 2. This act shall become effective on October  
74 1, 2025.