

#NILBRASKA

NAME, IMAGE & LIKENESS (NIL) FREQUENTLY ASKED QUESTIONS (FAQs) DOCUMENT AS OF OCTOBER 1, 2021

NAME, IMAGE & LIKENESS POLICY

Can I get paid for appearing on team posters and being on TV for games?

No, compensation for name, image and likeness (NIL) opportunities are only available for activities not associated with or hosted by the University. This means you cannot be paid for the University's promotion of their own athletics or team activities like competition.



For additional questions regarding...

the University of Nebraska's NIL Policy, please review the FAQ resources or contact Associate Director of Compliance, Jonathan Bateman (jbateman@huskers.com).

UNIVERSITY MARKS, LOGOS, UNIFORMS & FACILITIES USE

Can I use University of Nebraska trademarks, including logos and uniforms, in NIL activities?

No, unless the NIL activity falls into one of the following exceptions:

- Marks or logos used by a third-party in NIL activities, provided the third-party is an existing University of Nebraska partner holding "use of marks" privileges
- Group licensing opportunities through The Brandr Group
- Marks or logos used in social media avatars, provided a third-party unaffiliated with the University is not also featured
- Student-athlete competition photos used for individual autograph signings
- Marks or logos used for the promotion of student-athlete camps or clinics, provided a third-party unaffiliated with the University is not also featured
- Apparel produced through a University licensee that is pre-approved by the University of Nebraska Licensing department

Can I use a photo that has been taken of me in competition or practice and make copies of it to use at an autograph signing?

Yes, provided no third-party businesses or entities are also included in the photo print. To request photos, please contact your specific Sports Information Director.

Can I use competition or practice photos for commercial/sponsored NIL activities?

No, unless the commercial/sponsored NIL activity is performed with a third-party that is an existing University of Nebraska partner holding "use of marks" privileges.

Can I enter into a NIL group licensing deal?

Yes, and this includes, but is not limited to, group licensing opportunities provided by The Brandr Group.

Can I use University facilities or uniforms in my social media posts without business/commercial involvement?

Yes, so long as no third-party businesses or entities are involved or featured in the post.

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UNIVERSITY MARKS, LOGOS, UNIFORMS & FACILITIES USE (Cont.)

Can I identify myself on social media or online profiles?

Yes, including, but not limited to, your name, your status as a student-athlete, your personal accolades, or a profile picture of you in your uniform or competing. However, you cannot imply, directly or indirectly, that the University of Nebraska is endorsing your NIL activities or any products or services associated with your NIL activities.



For example...

identification and marks used in both social media profiles shown is permissible.



Cam Taylor-Britt @CamTaylorBritt
University of Nebraska DB #5 • Child of God 🙏🏻 • Born & Raised • Business Inquiries • camjuice5live@gmail.com
camtaylorbritt.com • Joined May 2021



nicklin hames @HamesNicklin
Nebraska Volleyball #1
Lincoln, NE • opndr.se/nicklin-hames-... • Born January 18
Joined February 2013

Can I create and sell merchandise or apparel containing University of Nebraska marks?

Yes, provided the apparel is produced through a University licensee that is pre-approved by the University of Nebraska Licensing and Branding department.



For example...

the apparel shown is permissible because it was produced through a University licensee which was pre-approved by the University of Nebraska Licensing and Branding department.



Can I use competition or practice photos to promote a camp or autograph signing?

Yes, provided no third-party entities who do not hold "use of marks" privileges are also included in the promotion.



For example...

the promotions shown vary in permissibility because of the inclusion of sponsors who are not University partners.



For additional questions regarding...

the use of IP, please review the Athletics Brand Guide (licensing.unl.edu/unl-branding) or contact Director of Licensing & Branding, Lonna Henrichs (licensing@unl.edu).

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UNIVERSITY FACILITY RENTALS

Can I perform NIL activities on campus?

No, unless a facility use agreement has been made with the appropriate University of Nebraska staff member.



For additional questions regarding...

or to request the rental of University of Nebraska facilities or spaces, please contact the following:

Athletic Facility Rentals:

Associate AD - Event Management, Matt Davidson (mdavidson@huskers.com)

Campus Rec, Cook Pavilion and/or the Vine Street Fields:

Assistant Director of Reservations & Events, Carrie Jackson (cjackson2@unl.edu)

Nebraska Union and/or Other Outdoor Campus Spaces:

Assistant Director for Facility & Event Services, Sally Pfeiffer (spfeiffer1@unl.edu)

UNIVERSITY INVOLVEMENT

Can university staff help me develop content for my NIL activities?

No, University of Nebraska staff may not develop, operate, negotiate, or promote NIL activities for student-athletes. This includes, but is not limited to, recording, editing and appearing in NIL activities.

Can my coach or a staff member promote my NIL deal?

No, University of Nebraska staff may not develop, operate, negotiate, or promote NIL activities for student-athletes. This includes, but is not limited to, retweeting, sharing or directing others to engage in NIL activities.

Can my coach or other staff member make calls to companies to try to arrange NIL activities for me?

No, University of Nebraska staff may not develop, operate, negotiate, or promote NIL activities for student-athletes. This includes, but is not limited to, contacting businesses directly on behalf of student-athletes.

Can the University of Nebraska help me understand other NIL-related issues?

Yes, the University will provide education and guidance to student-athletes in support of their NIL activities. This includes, but is not limited to, the NILbraska initiative, with "Ready Now" from Opendorse, "Accelerate" from the College of Business and "Husker Advantage" from the Life Skills department.



For additional questions regarding...

the College of Business Accelerate campus program, please contact Assistant Professor of Practice in Management, Joe Petsick (jpetsick2@unl.edu).

PROFESSIONAL SERVICE PROVIDERS / REPRESENTATION

Can I hire a marketing agent/agency to help manage my NIL activities?

Yes, so long as the representative is hired only for NIL and not for future professional athletic contract negotiations.

Can a family member help me with my NIL activities?

Yes, an immediate family member can assist you with NIL activities without needing to be certified by the State.



For additional questions regarding...

the certification of Athlete Agents, please visit the Nebraska Secretary of State Athlete Agent webpage (sos.nebraska.gov/licensing/athlete-agents).

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EVALUATION OF PROFESSIONAL SERVICE PROVIDERS

Can the University of Nebraska staff set me up with an agent?

No, however, the University of Nebraska staff may provide education and guidance on best practices for evaluating professional service providers.

? For additional questions regarding...

the evaluation of professional service providers, please contact Associate Director of Compliance, Jonathan Bateman (jbateman@huskers.com).

ATHLETIC AND ATHLETICS RELATED ACTIVITIES

Can I promote or be compensated for my NIL during team activities?

No, and this time includes, but is not limited to, competition, practice and press conferences.

Can I miss class, practice or athletics related activities to fulfill NIL activities?

No, and you should understand there may be consequences if you choose to miss class or any other obligations to participate in any NIL activity.

? For additional questions regarding...

the time in which a NIL activity will take place, please contact Associate Director of Compliance, Jonathan Bateman (jbateman@huskers.com).

PROHIBITED CATEGORIES

Can I do a NIL activity with any company?

No, the University of Nebraska policy prohibits student-athletes from engaging in NIL activities with certain businesses and in certain industries. For a complete list of these prohibited categories, refer to the NIL Policy.

Can I sign a NIL contract that lasts multiple years?

Yes, however, a NIL contract cannot extend beyond your participation in an athletic program at the University.

Can I be paid for my NIL by a "booster"?

Yes, however, a "booster" or donor is only permitted to pay you for the use of your NIL if the payment:

- (1) Is not used as a recruiting inducement or extra benefit;
- (2) Is not based on an athletic performance or achievement; and
- (3) Is not at the direction of or arranged by a coach or institutional staff member.

Can I sell my team issued equipment and apparel?

No, it is not permissible to sell any team-issued equipment or apparel (i.e., shoes, jersey, helmet, warm-ups, etc.) until the conclusion of your participation in an athletic program at the University.

Can I sell awards received from the University of Nebraska, the Big Ten Conference, the NCAA, a post-season or bowl game sponsor, a multi-team event (MTE), tournament operator, etc.?

No, it is not permissible to sell any awards until the conclusion of your participation in an athletic program at the University.

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PROHIBITED CATEGORIES (Cont.)

Can a coach or staff member pay me for a NIL activity?

No, it is not permissible for any coach or staff member to compensate a student-athlete for their NIL.



For additional questions regarding...

the general permissibility of a NIL activity, please review the FAQ resources or contact Associate Director of Compliance, Jonathan Bateman (jbateman@huskers.com).

INTERNATIONAL STUDENT-ATHLETES

Can international student-athletes participate in NIL activities?

No. The International Student and Scholar Office (ISSO) has confirmed that international student-athletes cannot participate in NIL activities because such activities are considered employment and not allowable given the terms of a student-athlete's F-1 Visa.

Can international student-athletes participate in NIL activities while in the United States for companies located outside of the United States?

No. The International Student and Scholar Office (ISSO) has confirmed that international student-athletes cannot participate in NIL activities while on United States soil, even if the NIL activity is for a company located outside of the United States.



For additional questions regarding...

the NIL opportunities for international student-athletes, please contact an ISSO staff specialist (isso@unl.edu).

STUDENT-ATHLETE EDUCATION

Can the money I earn from NIL activities be taxed?

Yes, the compensation earned from NIL activities is the same as any money earned for a job. You should consult a financial advisor, accountant, or tax attorney for specific reporting requirements.



For additional questions regarding...

the Life Skills Husker Advantage program, please contact Assistant Director of Life Skills/PEO Director, Tom Lemke (tlemke@huskers.com).

DISCLOSURE POLICY

Can I disclose my NIL activities online?

Yes, the required method for NIL activity disclosure is through the Opendorse app. In order to avoid conflicts with existing University agreements, you are encouraged to disclose such activities at least five (5) days prior to the execution of any NIL agreement to the athletic department; but in any event, disclosure shall be made within five (5) days after execution of such agreement.

Can I disclose my NIL activities after they have taken place?

Yes, but it is preferred that NIL activities are disclosed in advance of the activity taking place. If an activity is disclosed after the five (5) day window, you may lose eligibility and/or be suspended from team activities, including practices.

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DISCLOSURE POLICY (Cont.)

Can I disclose my NIL activities if there was no formal contract with the deal?

Yes, even if you do not have a written contract, you must still disclose your NIL activity via the Opendorse app. Although most binding contracts are in writing, an oral contract could, in some circumstances, be legally binding.



For additional questions regarding...

the disclosure of NIL activities in the Opendorse app, please contact Opendorse staff via the Help Center located in the app or online at <https://help.opendorse.com>.

NEED-BASED FINANCIAL AID

Can the money I earn from my NIL impact my financial aid?

Yes, money earned from NIL activities is considered taxable income, which is reported on any need-based financial aid application, including, but not limited to, Pell Grants and subsidized direct student loans. Therefore, a change to a student-athlete's adjusted gross income changes their financial aid profile and could potentially change eligibility for need-based aid.

Can the money I earn from my NIL impact my athletic scholarship?

No, compensation earned from NIL activities cannot impact the amount, duration, renewal, and/or eligibility for any athletic scholarship. However, money earned from NIL activities will be used in the calculation of income for determining eligibility for need-based financial aid.



For questions regarding...

the impact of NIL income on need-based financial aid, please contact the UNL Office of Scholarships and Financial Aid (huskerhub@unl.edu).

The University of Nebraska is not responsible for any tax liabilities or other costs student-athletes incur as a result of their choice to engage in NIL activities.

The University of Nebraska reserves the right to adjust these policies at any time based on institutional or NCAA policy changes or changes in applicable laws, rules or regulations. Changes will be communicated through the University of Nebraska Athletics Compliance Office. The application of this policy in no way creates an employment relationship between the University and any student-athlete.