University of Southern Maine Athletics
Name, Image and Likeness Policy

The University of Southern Maine (USM) is supportive of its students being able to control and monetize the personal name, image and likeness (NIL) opportunities. This allows students who are participating in intercollegiate athletic programs at USM the same rights as other University students. The policy for Husky athletes will be as follows. USM recognizes the rules and laws regarding NIL are evolving. The University may change this policy as applicable rules or laws are implemented.

USM varsity athletes will be allowed to engage in NIL activities to the fullest extent allowed by NCAA and member conference rules, and applicable state or federal laws, and the University Student Code of Conduct, subject to the following:

- Student may not utilize University marks or logos for the purpose of monetizing their NIL or during the content of production for NIL purposes.

- Students may not film themselves inside USM athletic facilities for the purpose of monetizing their NIL or during the production of content for NIL purposes.

- Students may not utilize University employees in the generation of content for NIL purposes.

- Students understand that they are fully responsible for handling all legal and tax issues regarding their NIL.

- Students understand they will not receive free or reduced cost facility rentals from the University for the conduct of camps/clinics or other activities conducted using their NIL.

- Students agree they will not seek to receive compensation from protected University sponsors with the approval of the Director of Athletics. A list of protected University sponsors is available from the Director of Athletics.

- Students may not use their NIL to promote products or activities which are illegal.

PLEASE NOTE: Subject to change.