


RALPHIE'S HOT TOPIC



July 2010

Improper Use Of
Name

PROTECT
YOUR  TEAM

Commercialism

- The NCAA does not allow student-athletes to engage in the endorsement or promotion of any commercial product. This activity would violate NCAA rules concerning amateurism.

Where could this happen?

- › Endorsements of food establishments, photographs, or other commercial products
- › Modeling
- › Writing a book
- › Music
- › Dance performance
- › Artist
- › Insurance
- › Real Estate
- › Talk Radio



SA's are ineligible if...

- Is paid in any way to advertise, recommend or promote directly the sale or use of a commercial product/service
- Allows the use of his/her name to advertise, recommend or promote directly the sale or use of a commercial product/service
- Is paid for endorsing a commercial product or service simply by using said product/service.

SA's can continue involvement if...

- ⦿ Involvement in the activity began prior to his or her enrollment at CU
- ⦿ Involvement did not begin because of athletics
- ⦿ No reference is made to a person's name or status as a CU student-athlete
- ⦿ No commercial product is endorsed
- ⦿ The student-athlete is paid the going rate and not given more because he/she is a student-athlete

Cease-and-desist

- If a student-athlete has their name used improperly without their knowledge it is the responsibility of the student-athlete in conjunction with the Compliance Office to take the necessary steps to put an end to these activities.
- Standard operating procedure calls for us to send a “cease and desist” letter to the offending party.

References:

- NCAA Bylaw 12.5.2.1
- NCAA Bylaw 12.5.2.1.1
- NCAA Bylaw 12.5.2.2
- NCAA Bylaw 12.5.1.3