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# A BILL FOR AN ACT

RELATING TO THE UNIVERSITY OF HAWAII.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The purpose of this Act is to create a  
2 sustainable, long-term, corpus-restricted revenue stream  
3 exclusively for a name, image, and likeness program administered  
4 by the university of Hawaii by establishing the name, image, and  
5 likeness endowment trust fund.

6           The legislature finds that the establishment of a name,  
7 image, and likeness endowment trust fund to compensate student  
8 athletes is a matter of statewide concern pursuant to article X,  
9 section 6, of the Hawaii State Constitution.

10           SECTION 2. Chapter 304A, Hawaii Revised Statutes, is  
11 amended by adding a new section to subpart E of part V to be  
12 appropriately designated and to read as follows:

13           "S304A-       Name, image, and likeness endowment trust fund;  
14 name, image, and likeness compensation program; requirements;  
15 annual report. (a) There is established the name, image, and  
16 likeness endowment trust fund to be administered by the  
17 university of Hawaii to compensate student athletes



1 participating in the university of Hawaii's name, image, and  
2 likeness program.

3 (b) There shall be an initial corpus of not less than  
4 \$10,000,000, which corpus shall be an endowment trust fund to  
5 provide a sustainable, long-term revenue stream for the  
6 university of Hawaii's name, image, and likeness program.

7 (c) Allocation of all, or any portion of, the corpus of  
8 the name, image, and likeness endowment trust fund shall be  
9 prohibited.

10 (d) The following may be deposited into the name, image,  
11 and likeness endowment trust fund:

12 (1) Funds appropriated by the legislature; provided that  
13 the university of Hawaii shall match this funding  
14 dollar-for-dollar from funds raised specifically and  
15 exclusively for name, image, and likeness;

16 (2) Revenues raised by university of Hawaii athletics  
17 specifically and exclusively for name, image, and  
18 likeness to compensate student athletes participating  
19 in the university's name, image, and likeness program;  
20 and



1       (3) Interest accrued on the corpus of the endowment trust  
2       fund.

3       (e) The university of Hawaii shall:

4       (1) Establish the criteria for a name, image, and likeness  
5       program to compensate student athletes from the  
6       endowment trust fund; and

7       (2) Develop a formula for distribution from the trust fund  
8       to compensate student athletes; provided that any  
9       compensation shall be made in consideration of the  
10       value of the student athlete's name, image, and  
11       likeness, including any exposure generated from the  
12       student athlete's name, image, and likeness.

13       (f) A student athlete who is compensated under this  
14       section shall retain an athlete agent registered with the  
15       director of commerce and consumer affairs pursuant to chapter  
16       481Z, who shall represent the student athlete; provided that a  
17       student athlete's parent or legal guardian may represent the  
18       student athlete in areas agreed to by the student athlete.

19       (g) Any moneys in the endowment trust fund shall lapse to  
20       the general fund if compensation for name, image, and likeness  
21       is no longer authorized or the university of Hawaii is no longer



1 operating a division I sports program in the National Collegiate  
2 Athletic Association.

3 (h) The university of Hawaii shall submit an annual report  
4 to the legislature no later than December 1 of each year,  
5 detailing:

6 (1) The amount of revenues raised for the name, image, and  
7 likeness endowment trust fund;

8 (2) The balance of the name, image, and likeness endowment  
9 trust fund;

10 (3) A list of teams with student athletes compensated by  
11 the trust fund and the amount of compensation for each  
12 team; and

13 (4) The formula used to determine the compensation  
14 amount."

15 SECTION 3. There is appropriated out of the general  
16 revenues of the State of Hawaii the sum of \$ or so  
17 much thereof as may be necessary for fiscal year 2026-2027 to be  
18 deposited into the name, image, and likeness endowment trust  
19 fund established by this Act; provided that the university of  
20 Hawaii shall match this funding dollar-for-dollar from funds



1 raised as of the effective date of this Act, specifically and  
2 exclusively for name, image, and likeness.

3 The sum appropriated shall be expended by the university of  
4 Hawaii for the purposes of this Act.

5 SECTION 4. New statutory material is underscored.

6 SECTION 5. This Act shall take effect on July 1, 2050.



**Report Title:**

UH; Name, Image, and Likeness Endowment Trust Fund; Corpus Restricted; Name, Image, and Likeness Program; Student Athletes; Representation; Annual Report; Appropriation

**Description:**

Establishes a Name, Image, and Likeness Endowment trust fund to be administered by the University of Hawaii to compensate student athletes. Requires an initial corpus of a certain amount for the Name, Image, and Likeness Endowment trust fund and requires interest to be deposited into the trust fund. Prohibits the allocation of all, or any portion of, the corpus of the Name, Image, and Likeness Endowment trust fund. Requires UH to establish a Name, Image, and Likeness Program. Requires UH to establish criteria for the Name, Image, and Likeness Program and a formula for the distribution of funds to student athletes. Requires student athletes being compensated for their name, image, and likeness to retain a registered athlete agent. Allows a student athlete's parent or legal guardian to represent the student athlete in areas agreed to by the student athlete. Requires UH to submit an annual report to the Legislature. Appropriates funds. Effective 7/1/2050. (SD2)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

