College athletes have long been prohibited from profiting off of their name, image, or likeness while playing sports at an NCAA member school. However, lawsuits and new legislation have motivated NCAA rule changes that would allow athletes to profit off of their likeness.

**Jeremy Bloom v. NCAA**
2004
Colorado state court rules Olympic skier Bloom can’t retain ski sponsorships while playing college football.

**Jason White v. NCAA**
2008
Former Stanford football player alleges scholarships aren’t enough to cover student-athletes’ needs. Settlement allows schools to purchase health insurance for athletes.

**Lawsuits against EA Sports**
2014
Two class-action lawsuits claim NCAA athletes should benefit from use of their likenesses in EA Sports’ college football and basketball video games.

**NCAA releases statement**
Oct. 2019
NCAA says athletes will be able to “benefit from the use of their name, image and likeness in a manner consistent with the collegiate model.”

**California’s Fair Pay to Play Act**
Sept. 2019
California’s law, set to take effect in 2023, is the first in the country to allow college athletes to monetize their likenesses and hire agents.

**Missouri HB 1564**
Jan. - March 2020
Missouri Rep. Nick Schroer’s HB 1564, which would allow athletes to receive compensation, is read for the first time. Bill passes committee in March.

**Rule changes likely to take effect**
Summer 2021
Changes to NCAA’s name, image and likeness rules are expected to take effect in Summer 2021.

**Source:** Missourian Reporting

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