The NCAA board of directors decided Tuesday to change long-standing rules and allow student-athletes to receive compensation for all third-party endorsements. These include all those related to their sport or school and conference logos and trademarks in all such endorsements. The board also emphasized that this rule change does not allow schools to directly pay their students. The board came to this decision based on recommendations from the Federal and State Legislation Working Group, the statement said.

“The board decided in October that any future changes must be in accordance with certain guidelines, which include ensuring student-athletes retain a focus on education and are treated similarly to other students. “The NCAA’s work to modernize name, image and likeness continues, and we plan to make these important changes on the original timeline, no later than January 2021,” said Gene Smith, Ohio State athletic director and working group co-chair in the release. Smith emphasized that this rule change is just the first of many steps before these concepts become actual legislation.

Student-athletes will now be able to profit off endorsements using their name, image and likeness. We will continue to closely monitor and evaluate how this impacts our student-athletes and Purdue Athletics as the process moves ahead.”

“The NCAA working group said in its initial report that the rules required to accommodate certain modifications could differ by division, and stressed that “appropriate regulation” will be required in the future.