

March 20, 2003

SUBJECT: Athletic Apparel, Equipment, and Photos Autographed by Student-Athletes

To Whom It May Concern:

NCAA Bylaw 12.5.2 prohibits the use of a student-athlete's name or picture to advertise or promote the sale of a product for commercial purposes. This includes selling athletic apparel, equipment, or photographs which have been autographed by a student-athlete with eligibility remaining. Violations of this could jeopardize the amateur status of the student-athlete. Exceptions can be made if the item is sold by the student-athlete's educational institution or by a charitable or non-profit organization which has been granted a written exception by the Director of Athletics.

If you are in possession of a piece of apparel, equipment, or photograph which has the autograph of a student-athlete with eligibility remaining, the sale of that item for commercial purposes is prohibited. NCAA rules hold institutions responsible for advising persons engaged in such commercial activities to cease. It would not be a NCAA violation for autographed items to be sold after the student-athlete's collegiate eligibility has been exhausted.

Your cooperation in this matter is greatly appreciated. If you have any questions about the use of autographed apparel, equipment or photographs or any other activity which involves amateur student-athletes and commercial activities, please call the Department of Athletic's compliance office or Director of Athletics (662/915-7241).

Sincerely,

David K. Wells
Associate Athletic Director for
Compliance and Student Services