

Student-Athlete Obligation

Do



Conduct their activities in adherence to a set of ethical standards which are compatible with those of WVU.



Student-athletes should disclose all name, image, and likeness activities.

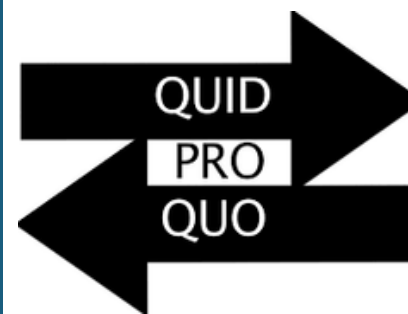


All noninstitutional name, image, and likeness activities should be reported through the mobile app: Athliance.

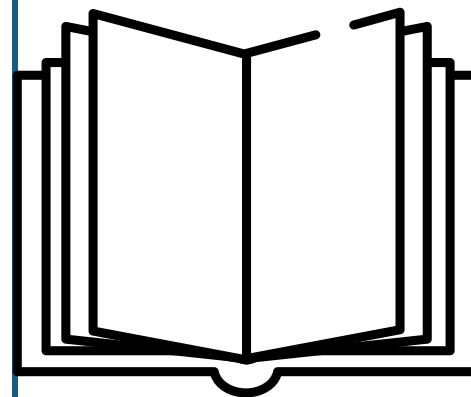


Follow all team rules set forth by coaching staff and institution.

Do not



Enter in an agreement without a transaction or sometimes called quid pro quo.



Agreements where compensation is contingent on initial or continued enrollment at WVU.



Enter in agreements where compensation is contingent on specific athletic performance or achievement.



Miss any class, practice, or competition for any NIL activity.

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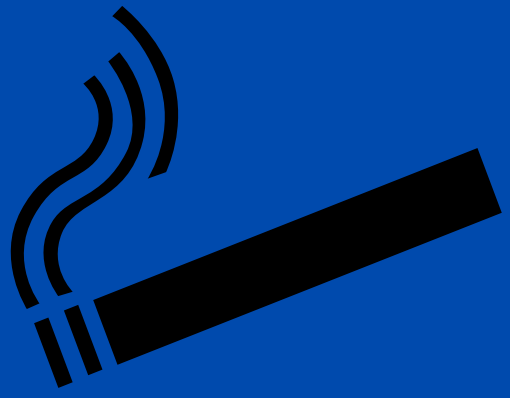
NAME, IMAGE & LIKENESS

LIST OF PROHIBITED PROMOTIONAL ACTIVITIES



**ILLEGAL PRODUCTS
AND SERVICES**

ALCOHOL PRODUCTS



TABACCO PRODUCTS

**GAMBLING GOODS
AND SERVICES**



NCAA BANNED SUBSTANCES

**FIREARMS,
EXPLOSIVES, OR
LETHAL WEAPONS**



**ADULT ENTERTAINMENT
AND/OR WEBSITES
INCLUDING EXPLICIT
MATERIAL**

**ATHLETIC
RECRUITING
SERVICES**



**ACTIVITIES THAT CONFLICT
WITH EXISTING WVU
EXCLUSIVE SPONSORSHIP
ARRANGEMENTS**

**ACTIVITIES WHICH ARE, IN WVU'S
SOLE JUDGEMENT, MISLEADING,
OFFENSIVE, OR IN VIOLATION OF A
STATUTE, LAW, ORDINANCE, NCAA
BYLAW, OR ANY UNIVERSITY
CONTRACT OBLIGATION**

