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# Expect to See Rapid Uptick in NIL Enforcement

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College athletics departments can expect to see a rapid uptick in name, image, and likeness enforcement actions stemming from the NCAA's new charging standard for NIL violations that went into effect on Jan. 1, 2023, which governs how the NCAA will investigate, charge, process, and punish NIL violations. Although the actual implications remain to be seen, there's little doubt these documents will greatly impact how the NCAA will carry out NIL enforcement. Here, we recommend practical, precautionary actions that institutions can take to avoid running afoul of the NCAA's NIL policies.

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