WEST VIRGINIA CODE: §18B-22-4

§18B-22-4. Limitations on the ability to earn compensation for the use of name, image, and likeness.

No student-athlete may earn compensation for the use of the student-athlete's name, image, or likeness in connection with any of the following:

(1) Alcohol and alcoholic beverages;

(2) Adult entertainment;

(3) Cannabis, cannabinoids, cannabidiol, or other derivatives, not including hemp or hemp products;

(4) Controlled substances, as defined in §60A-1-101 of this code;

(5) Performance enhancing drugs or substances such as steroids or human growth hormone;

(6) Drug paraphernalia, as defined in §47-19-3 of this code;

(7) Tobacco, tobacco products, alternative nicotine products, nicotine vapor products, and similar products and devices; or

(8) Casinos or gambling, including sports betting.

WV Legislature