

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.