Using images commercially, whether in licensed products or in advertising.
A license to use Boise State trademarks, does not include image approvals. A licensee is responsible for obtaining those rights. Here is a checklist to help you understand image rights.

Do you own the copyright in the photo?  
Yes  
No

Have you got a license from the © holder to use the image for commercial purposes (this includes use in advertising)?

Does the image contain a current student athlete?  
Yes  
N

Is the player still playing professionally?  
Yes  
No

Have you got approval to use the person’s image for commercial use (this includes use in advertising)?

Check with NCAA compliance (Rule o Thumb: Student Athlete’s image may no be used commercially)

Check with the player’s agent/representative. You will need the player’s approval and possibly NFL Players’ Association approval