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: Does the image contain a current student athlete?
    - Yes: Check with NCAA compliance (Rule of Thumb: Student Athlete’s image may not be used commercially)
    - No: Is the player still playing professionally?
      - Yes: Check with the player’s agent/representative. You will need the player’s approval and possibly NFL Players’ Association approval
      - No: Have you got approval to use the person’s image for commercial use (this includes use in advertising)?

- No: Have you got a license from the © holder to use the image for commercial purposes (this includes use in advertising)?