

# University of Southern California Athletic Agent Policy

The University of Southern California (“USC”) strives to create a positive, receptive and educational environment for athletic agents and student-athletes. This policy is intended to assist the University in: (1) monitoring athletic agents<sup>1</sup> (including, but not limited to certified contract advisors, runners, financial advisors, marketing representatives and brand managers) who seek to initiate contact with student-athletes, (2) facilitate cooperation between the University and those agents who adhere to California law, NCAA and Pac-12 regulations and the guidelines set forth herein, and (3) provide information and education to student-athletes and their families regarding sports agent-related issues.

The following is an overview of guidelines established for all athletic agents seeking to have contact with USC student-athletes. **All agents and student-athletes should know that naiveté or ignorance of federal and state laws, as well as the University of Southern California policies governing agents and agent interactions is not acceptable.**

## A. Registration

All Athletic Agents interested in contacting or representing a student-athlete must be registered with the following:

1. California Secretary of State  
A complete Athlete Agent Disclosure Statement must be filed with the Secretary of State’s Office. A copy of the registered Athlete Agent Disclosure Statement must be submitted to the University’s Office of Athletic Compliance. The California Athlete Agent Disclosure Statement can be downloaded from the California Secretary of State website: <http://www.sos.ca.gov/business/sf/forms/sf-aa1.pdf>.
2. University of Southern California’s Office of Athletic Compliance  
A University of Southern California Agent Registration form must be completed and returned to the University’s Office of Athletic Compliance. The USC Agent Registration form can be downloaded from the USC website: <http://www.usctrojans.com>. Registration with the University must be updated every two years.
3. Professional Sports Organization Requirements
  - a. Baseball Contract Agents  
All baseball athletic agents must be registered and in good standing with the MLB Players Association (MLBPA) as a player agent.
  - b. Men’s Basketball Contract Agents  
All men’s basketball athletic agents seeking to enter negotiations with an NBA team must be registered and in good standing with the NBA Players Association (NBPA) as a player agent.

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<sup>1</sup> As defined under California’s Miller-Ayala Agents Act to include: “any person who, directly or indirectly, recruits or solicits an athlete to enter into any agent contract, endorsement contract, financial services contract, or professional sports services contract, or for compensation procures, offers, promises, attempts, or negotiates to obtain employment for any person with a professional sports team or organization or as a professional athlete.”

c. Women's Basketball Contract Agents

All women's basketball athletic agents seeking to enter negotiations with a WNBA must be registered and in good standing with the WNBA Players Association (WNBPA) as a player agent.

d. Football Athletic Agents and Financial Advisors

All football athletic agents must be registered and in good standing with the NFL Players Association (NFLPA) as a player financial advisor.

**B. Contact**

All athletic agents registered with the University's Office of Athletic Compliance are permitted to have contact with USC student-athletes in accordance with NCAA regulations and California law. California law prohibits any contact with student-athletes or their family members unless a student-athlete initiates contact. State law also requires athlete agents to provide written notification of any such contact, and the nature of the contact, no later than the first regular business day to the President of USC.<sup>2</sup> Notice of contact should be provided to the President of USC through the University's Office of Athletic Compliance. USC requests that any agent (including any person acting on the agent's behalf, or with the agent's knowledge) who desires to contact a student-athlete notify the Office of Athletic Compliance in advance of any contact with a student-athlete. It is advised that all athletic agents adhere to their respective, governing players association guidelines pertaining to contact with student-athletes.

For purposes of this policy, contact includes both direct and indirect contact including, but not limited to face-to-face interaction, communication through social media channels (i.e., Facebook and Twitter).

**C. Provision of Registered Agent Information to Student-Athletes**

Those agents who adhere to the registration, contact and notification guidelines of this policy have the opportunity to have their names appear on a sport-specific agent list to be published by USC and provided to student-athletes and their parents. As a supplement to these lists, agents will be afforded the opportunity to provide a list of clients, as well as statements of recommendation and/or support from their clients. In addition, listed agents may be provided with an opportunity to participate in informational and educational sessions provided for our student-athletes and their parents.

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<sup>2</sup> California law further requires an athlete agent to provide written notice to USC's President within 48 hours of entering into an agent contract, endorsement contract or professional sports services contract with a student-athlete.

**D. Education Sessions**

USC's Office of Athletic Compliance, in conjunction with the Professional Sports Counseling Panel, will facilitate and/or provide one-on-one and group sessions for all student-athletes to learn about agent-related issues. These sessions will provide student-athletes and their parents with an opportunity to learn from various individuals, including registered agents, former student-athletes and the parents of former student-athletes in order to make better informed decisions regarding their professional athletics careers.

**E. Athletic Agent Interviews**

The Professional Sports Counseling Panel will facilitate and/or provide student-athletes and their families with an opportunity to interview registered athletic agents in either a group or individual setting at the request of a student-athlete.

**F. Athletic Agent "Disciplinary" Information and Reporting**

USC will also maintain a sport-specific list of agents who have been the subject of any governmental, NCAA, Pac-12, professional sports organization or players' association disciplinary action pertaining to athletic agent-related issues. The information contained in this list will be made available to student-athletes and their parents.

USC reserves the right to report any violation of state law, NCAA Bylaws, or the rules/policies of any professional sports organization or players' association to such authorities for any and all appropriate disciplinary action for the involved agent.