

May 1, 2024

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Florida Attorney General's Office News Release

In The Midst of Actions Against FSU and UF Over Alleged NIL Violations, AG Moody Takes NCAA to Court for Breaking Antitrust Laws



TALLAHASSEE, Fla.—In the midst of actions against Florida universities over alleged NIL violations, Attorney General Ashley Moody is taking legal action against the National Collegiate Athletic Association for violating antitrust laws. Until recently, the NCAA did not meaningfully enforce its unclear and constantly changing NIL policy. Suddenly, only days after the NCAA published a series of posts on X updating its NIL guidance, news broke that the NCAA was pursuing both UF and FSU for purported NIL violations.

These arbitrary actions—which will have a chilling effect on the ability of Florida’s student athletes to discuss and negotiate fair NIL agreements—underscore the urgent need for today’s lawsuit. The multistate action alleges that the NCAA has imposed restrictions on the ability of student athletes to benefit from name, image, and likeness deals. Attorney General Moody argues these restrictions should be stopped immediately.

Attorney General Ashley Moody said, “It appears no one could ever comply with these ever-changing and unfair regulations that limit the ability of student athletes to negotiate in good faith. I am taking legal action to reverse the unlawful restrictions the NCAA has placed on Florida universities and our collegiate athletes.”

The NCAA prohibits prospective student athletes from discussing NIL opportunities with schools and collectives prior to enrollment. These restrictions, which are plainly illegal, prevent Florida student athletes from:

- Negotiating with collectives,
- Reviewing NIL offers prior to making enrollment decisions, and
- Learning about the full scope of NIL-related services schools might offer upon enrollment.

Joining Attorney General Moody in the action against the NCAA are the states of Tennessee and New York, the Commonwealth of Virginia, and the District of Columbia.

The full lawsuit can be read [here](#).

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