

NAME, IMAGE, AND LIKENESS CHARITABLE ACTIVITIES POLICY

Section 1. Purpose. The purpose of this Name, Image, and Likeness Charitable Activities Policy (“Policy”) is to establish the authority, expectations, and restrictions of Hoosiers for Good Inc (“Corporation”) with regard to its Name, Image, and Likeness activities. This Policy is intended to supplement but not replace any applicable federal or state laws or rules established by the National Collegiate Athletic Association, Big Ten Conference, Indiana University or other relevant authority.

Section 2. Authority. The Corporation is authorized to support Indiana tax-exempt charities through utilizing the names, images, likenesses, time, and talents (“NIL”) of post enrollment Indiana University students who participate in intercollegiate athletics (“Students”). Subject to the restrictions imposed herein, in any activity of the Corporation concerning the use of NIL, the Corporation shall prioritize arrangements with students whose passion, profiles and influence will most significantly, positively, and effectively promote charities supported by the Corporation, including through the Corporation’s Incubator program whereby students initiate and submit their own specific, personal proposals to do so. Consistent with the foregoing, the Corporation shall also prioritize having a broad-based program including participation from Students who are diverse in terms of gender, race, sexual orientation , gender identity, religion, nationality, “revenue” versus “non-revenue” sports, and the like.

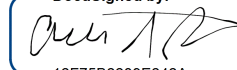
Section 3. Role of Executive Director. Subject to the restrictions imposed herein, the Executive Director of the Corporation, or such other officer of the Corporation designated by the Board of Directors (“Board”), shall have the authority to enter into any agreement on behalf of the Corporation for the use of and compensation for the NIL of a Student or group of Students (each a “NIL Agreement” or “NIL Agreements” in the plural). The Executive Director may and should receive pertinent and permissible input from an unrestricted variety of sources with regard to the needs of charities supported by the Corporation, impact of potential Students, the quality of their proposals, and the like. Still, subject to the limitations imposed herein, it is the Executive Director’s sole and final responsibility to set the terms of NIL agreements entered into by the Corporation, including but not limited to the charities and students to be involved, consistent with this Policy and the purpose of the Corporation. No one other than the Executive Director may commit Corporation funds to any Student, other than under the circumstances described in the immediately following sentence. At such times that no Executive Director has been elected, the Executive Director is unable or unwilling to act, or the position of Executive Director is otherwise vacant, the Chair and President, or such other officer of the Corporation designated by the Board, shall perform the duties of the Executive Director with regards to NIL Agreements subject to the same limitations imposed on the Executive Director herein.

Section 4. Restrictions. To the extent an activity involves any NIL of a Student or group of Students or involves an NIL Agreement, including, but not limited to the contemplation, negotiation, execution, oversight, or performance of an NIL Agreement, no director, officer, agent, or employee of the Corporation, including the Executive Director, shall have any power or authority to:

- a) Compensate any Student for NIL except to the extent that such NIL is used to further the charitable and educational purposes of 501(c)(3) tax-exempt organizations;

- b) Compensate any Student for athletic participation or achievement;
- c) Compensate any Student as an inducement to enroll or remain at Indiana University or any particular school;
- d) Compensate any Student for work not performed;
- e) Compensate any Student for any activities engaged in during the course of any team activities, including competitions, practices, team gatherings and meetings, and community service, as well as class and other academic obligations;
- f) Compensate any Student who has not successfully completed all mandatory NIL training and education programs required by IU Athletics;
- g) Compensate any Student who, in the sole judgment and discretion of the Executive Director and based upon publicly available information, has participated in behavior which might reasonably be considered immoral, deceptive, scandalous, or obscene; or to injure, tarnish, damage, or otherwise negatively affect the reputation or goodwill associated with the Corporation and/or any of its supported charities;
- h) Compensate any Student to promote gambling, alcohol products, adult entertainment, substances banned by the National Collegiate Athletic Association, or products or services that are illegal under Indiana state law or federal law;
- i) Use or permit any Student to use Indiana University intellectual property in conjunction with the Corporation's activities inconsistent with the policies and practices of the Indiana University Office of Licensing and Trademarks or other pertinent Indiana University authority;
- j) Enter into any agreement concerning the NIL of a Student unless such agreement requires that the Student disclose its NIL activities to the Indiana University Department of Intercollegiate Athletics ("IU Athletics"), or other office designated by Indiana University to receive such disclosures, in the form and manner designated by the relevant Indiana University office; or
- k) Solicit or accept any contributions from Indiana University or its affiliated entities.

This Name, Image, and Likeness Charitable Activities Policy was adopted by the Board of Directors effective as of the 8th day of March, 2022.

DocuSigned by:


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Name: Allison Jordan

Title: Secretary