

ARKANSAS SENATE
90th General Assembly - Regular Session, 2015
Amendment Form

Subtitle of Senate Bill No. 79

TO ENACT THE PERSONAL RIGHTS PROTECTION ACT; AND TO PROTECT THE PROPERTY RIGHTS
OF AN INDIVIDUAL TO THE USE OF THE INDIVIDUAL'S NAME, VOICE, SIGNATURE, AND LIKENESS.

Amendment No. 3 to Senate Bill No. 79

Amend Senate Bill No. 79 as engrossed, S2/2/15 (version: 02/02/2015 9:49:29 AM):

Page 2, delete lines 23 through 27 and substitute the following:

"(1)(A) "Commercial use" means the use of an individual's name, voice, signature, photograph, or likeness for:

(i) Advertising;

(ii) Fundraising; or

(iii) Obtaining money, goods, or services.

(B) "Commercial use" does not mean the use of an individual's name, voice, signature, photograph, or likeness to identify the individual for the purpose of:

(i) Data collection or data reporting and supplying the data collected or reported; or

(ii) Data processing, data matching, data distribution, or data licensing;"

AND

Page 6, delete lines 11-12

AND

Page 6, line 13, delete "(c)" and substitute "(b)"

AND

Page 6, line 17, delete "to:" and substitute "to"

AND

Page 6, delete lines 18-19 and substitute the following:

"an action under subsection (a) of this section."



Page 6, line 20, delete "(d)" and substitute "(c)"

AND

Page 7, delete lines 33 through 35

AND

Page 8, line 20, delete "service as" and substitute "service other than the work itself as"

The Amendment was read the first time, rules suspended and read the second time and _____

By: Senator J. Woods

DLP/DLP - 02-11-2015 11:25:13

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Secretary