

**Hall of the House of Representatives**  
90th General Assembly - Regular Session, 2015  
**Amendment Form**

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**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.

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**Amendment No. 2 to Senate Bill No. 79**

Amend Senate Bill No. 79 as engrossed, S3/3/15 (version: 03/03/2015 8:39:28 AM):

Page 7, delete line 23, and substitute the following:

"broadcast, including the promotion of and advertising for a sports  
broadcast, an account of public interest, or a political campaign;"

AND

Page 8, line 18, delete "(a)(1)" and substitute "(a)(1)(B)"

AND

Page 8, delete line 19, and substitute the following:

"this section if:

(A) The claimant proves that the use is so directly  
connected"

AND

Page 8, delete line 23, and substitute the following:

"individual without the prior consent required by this subchapter; or

(B) The use is not protected by the First Amendment of the  
Constitution of the United States or the Arkansas Constitution."



The Amendment was read \_\_\_\_\_

By: Representative Leding

DLP/GRW - 03-12-2015 15:19:02

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Chief Clerk