

1 State of Arkansas *As Engrossed: S1/26/15 S2/2/15 S2/12/15 S2/26/15 S3/3/15*

2 90th General Assembly

A Bill

3 Regular Session, 2015

SENATE BILL 79

5 By: Senator J. Woods

6 By: Representative Leding

For An Act To Be Entitled

9 AN ACT TO ENACT THE PERSONAL RIGHTS PROTECTION ACT;
10 TO PROTECT THE PROPERTY RIGHTS OF AN INDIVIDUAL TO
11 THE USE OF THE INDIVIDUAL'S NAME, VOICE, SIGNATURE,
12 AND LIKENESS; AND FOR OTHER PURPOSES.

Subtitle

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

23 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

25 SECTION 1. Arkansas Code Title 4, Chapter 75, is amended to add an
26 additional subchapter to read as follows:

Subchapter 10 – Personal Rights Protection Act

4-75-1001. Title.

31 This subchapter shall be known and may be cited as the "Personal Rights
32 Protection Act".

4-75-1002. Findings and legislative intent.

35 (a) The General Assembly finds that citizens of this state:

36 (1) Are renowned for their hard work and accomplishments in many



1 areas that contribute to the public health, welfare, and pursuit of
2 happiness;

3 (2) Often spend most of their lives developing and maintaining
4 reputations of honesty and integrity;

5 (3) Have a vested interest in *maintaining* the memory of personal
6 traits that characterize them and their accomplishments; and

7 (4) Should have the use of their names, voices, signatures,
8 photographs, and likenesses protected for their benefit and the benefit of
9 their families.

10 (b) It is the intent of the General Assembly by the enactment of this
11 subchapter to:

12 (1) Protect the names, voices, signatures, photographs, and
13 likenesses of the citizens of this state from exploitation and unauthorized
14 commercial use without a citizen's consent;

15 (2) Provide a method for the fair administration of the right to
16 use a citizen's name, voice, signature, photograph, or likeness; and

17 (3) Provide appropriate remedies for the exploitation and
18 unauthorized commercial use of a citizen's name, voice, signature,
19 photograph, or likeness.

20
21 4-75-1003. Definitions.

22 As used in this subchapter:

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

25 (i) Advertising;

26 (ii) Fundraising; or

27 (iii) Obtaining money, goods, or services.

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

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

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

35 (2) "Individual" means a natural person, alive or dead;

36 (3) "Likeness" means a reproduction of the image of an

1 individual by any means other than a photograph;

2 (4)(A) "Person" means an individual or entity.

3 (B) "Person" includes:

4 (i) A partnership, a corporation, a company, an
5 association, or any other business entity;

6 (ii) A not-for-profit corporation or association;

7 (iii) An educational or religious institution;

8 (iv) A political party; and

9 (v) A community, civic, or other organization;

10 (5) "Photograph" means a reproduction of the image of an
11 individual that readily identifies the individual, whether made by
12 photography, videotape, live transmission, or other means; and

13 (6) "Successor in interest" means an owner or the beneficial
14 owner of a property right provided by this subchapter under:

15 (A) A transfer, assignment, or license of the property
16 right; or

17 (B) Section 4-75-1004(b)(3).

18
19 4-75-1004. Property right in use of name, voice, signature,
20 photograph, or likeness – Prior consent.

21 (a) An individual has a property right in the use by any medium in any
22 manner without the individual's prior consent of:

23 (1) The individual's name, voice, signature, photograph, or
24 likeness; and

25 (2) Any combination of the individual's name, voice, signature,
26 photograph, or likeness.

27 (b) The property right provided under subsection (a) of this section:

28 (1) Is freely transferable, assignable, licensable, and
29 descendible, in whole or in part, by contract or by a trust, testamentary, or
30 other instrument executed before or after the effective date of this
31 subchapter;

32 (2) Does not expire upon the death of an individual, whether or
33 not the rights were commercially used by the individual during the
34 individual's lifetime; and

35 (3)(A) Upon an individual's death, vests in the individual's
36 executors, administrators, heirs, devisees, and assigns according to:

1 (i) The terms of a testamentary instrument; or
2 (ii) Except as provided in subdivision (b)(3)(B) of
3 this section, if a testamentary instrument does not expressly provide for the
4 transfer of a property right provided by subsection (a) of this section, the
5 laws of this state governing intestate succession to personalty.

6 (B) In the absence of an express transfer in a
7 testamentary instrument of an individual's rights in his or her name, voice,
8 signature, photograph, or likeness, a provision in the testamentary
9 instrument that provides for the disposition of the residue of the
10 individual's assets is effective to transfer the rights recognized under this
11 section in accordance with the terms of the provision.

12 (c) Subject to the terms of a transfer, assignment, or license of a
13 property right provided by this section, the consent required by subsection
14 (a) of this section shall be exercised by:

15 (1) The individual during the individual's lifetime;

16 (2) A person or persons to whom all or part of the right of
17 consent has been transferred, assigned, or licensed; or

18 (3) After an individual's death, as provided by § 4-75-1005.

19
20 4-75-1005. Exercise of rights after death.

21 (a) Subject to the terms of a transfer, assignment, or license of
22 property rights under § 4-74-1004, after the death of an individual, consent
23 to the use of an individual's name, voice, signature, photograph, or likeness
24 shall be granted by no less than fifty-one percent (51%) of the owners of the
25 right to use the individual's name, voice, signature, photograph, or likeness
26 under § 4-75-1004(b)(3).

27 (b) Compensation or other remuneration received under subsection (a)
28 of this section for the use of an individual's name, voice, signature,
29 photograph, or likeness shall be shared by all owners of the right to use the
30 individual's name, voice, signature, photograph, or likeness according to
31 each owner's respective ownership interest.

32
33 4-75-1006. Registration.

34 (a) A successor in interest shall register a claim of property rights
35 under this subchapter in the manner provided by this section.

36 (b) Unless a claim of property rights under this subchapter is

1 registered under this section, a successor in interest shall not recover
2 damages from a person or obtain any other legal or equitable remedy on the
3 claim for a commercial use prohibited by this subchapter unless the person
4 knew of the claim of the successor in interest before the person undertook
5 efforts or expense to make the commercial use.

6 (c)(1) A successor in interest shall register the claim with the
7 Secretary of State:

8 (A) On a form prescribed by the Secretary of State; and

9 (B) By paying a filing fee prescribed by the Secretary of
10 State not to exceed twenty-five dollars (\$25.00).

11 (2) The form shall:

12 (A) Be verified under oath;

13 (B) Include the name and, if applicable, date of death of
14 the individual; and

15 (C) Include the name and address of the claimant, the
16 basis of the claim, and the rights claimed.

17 (d)(1) Upon receipt the Secretary of State shall file and post the
18 form along with the entire registry of persons claiming to be an individual's
19 successor in interest on the website of the Secretary of State.

20 (2) The Secretary of State may microfilm or otherwise reproduce
21 a filing or form and destroy the original filing or form.

22 (3) The microfilm or other reproduction of a filing or form
23 under this section is admissible in any court of law.

24 (4) A filing or form under this section is a public record.

25
26 4-75-1007. Exclusive rights – Expiration.

27 Subject to a transfer, an assignment, or a licensing agreement, the
28 property rights provided by this subchapter are exclusive to:

29 (1) An individual during the individual's lifetime; and

30 (2) The executors, administrators, heirs, devisees, and assigns
31 of an individual for fifty (50) years after the individual's death.

32
33 4-75-1008. Unauthorized commercial use.

34 (a)(1) Except as provided in § 4-75-1010, a person who commercially
35 uses an individual's name, voice, signature, photograph, or likeness is
36 liable to the holder of the property right provided by this subchapter for

1 damages and disgorgement of profits, funds, goods, or services if the
2 commercial use was not authorized under § 4-75-1004(c).

3 (2) If a minor is the holder of the property right, a parent or
4 legal guardian of the minor may consent on the minor's behalf.

5 (b) If a violation of this section occurs through the use of a
6 product, merchandise, goods, or other tangible personal property, the
7 product, merchandise, goods, or other tangible personal property and the
8 instrumentalities used by the person violating this section are considered
9 contraband and are subject to seizure and forfeiture to the state under § 4-
10 75-1009.

11
12 4-75-1009. Civil actions – Injunctions, impounding, or destruction of
13 materials – Damages.

14 (a) An aggrieved party may file a civil action in the county where:

15 (1) One (1) or more defendants reside; or

16 (2) A violation of this subchapter occurred.

17 (b) Upon finding a violation of this subchapter, the court may:

18 (1) Issue an injunction to prevent or restrain the unauthorized
19 commercial use of an individual's name, voice, signature, photograph, or
20 likeness;

21 (2) Authorize the confiscation and restoration to the rightful
22 owner of an item considered contraband under § 4-75-1008; and

23 (3) Seize the instrumentalities used in connection with the
24 violation.

25 (c) An instrumentality seized under § 4-75-1008 may be:

26 (1) Awarded to the holder of the property right that was
27 violated; or

28 (2) Liquidated and the proceeds used to satisfy damages, costs,
29 or attorney's fees if damages, costs, or attorney's fees are recovered by the
30 holder of a property right under this subchapter.

31 (d) If an action under this subchapter is pending, the court may:

32 (1) Impound materials claimed to have been made or used in
33 violation of an individual's rights; and

34 (2) Enjoin the use of all plates, molds, matrices, masters,
35 tapes, film negatives, or other articles by which the materials may be
36 reproduced.

1 (e) As part of a final judgment or decree, the court may order the
2 destruction or other reasonable disposition of:

3 (1) All materials found to have been made or used in violation
4 of the individual's rights; and

5 (2) All plates, molds, matrices, masters, tapes, film negatives,
6 or other articles by which the materials may be reproduced.

7 (f)(1) The holder of a property right provided by this subchapter is
8 entitled to recover:

9 (A) The actual damages the holder suffers as a
10 result of a commercial use of the property right; and

11 (B) Any profits that are attributable to the
12 commercial use.

13 (2) Profits that are attributable to the commercial use
14 shall not be considered in computing the actual damages.

15 (3) The existence or nonexistence of profits from the
16 unauthorized commercial use shall not be a criterion for determining
17 liability.

18
19 4-75-1010. Fair use – Commercial sponsorship.

20 (a)(1) It is a fair use and not a violation of this subchapter if a
21 name, voice, signature, photograph, or likeness is used:

22 (A) In connection with a news, public affairs, or sports
23 broadcast or account of public interest, or a political campaign;

24 (B) In:

25 (i) A play, book, magazine, newspaper, musical
26 composition, audiovisual work, or radio or television program if it is
27 fictional or nonfictional entertainment, or a dramatic, literary, or musical
28 work;

29 (ii) A single and original work of art that is not a
30 portrait, photograph, or likeness of an individual;

31 (iii) A work of political or newsworthy value; or

32 (iv) An advertisement or commercial
33 announcement for any of the works described in this subdivision

34 (a)(1)(B);

1 (C) Solely to depict the individual's role as a
2 member of the public if the individual is not named or otherwise
3 singled out; or

4 (D) By an institution of higher education or by a
5 nonprofit organization, club, or supporting foundation that is authorized by
6 the institution and established solely to advance the purposes of the
7 institution if:

8 (i) The use is for educational purposes or to
9 promote the institution and its educational, athletic, or other institutional
10 objectives; and

11 (ii) The individual is or was affiliated with the
12 institution, including without limitation as a:

13 (a) Student or member of the faculty or staff;

14 (b) Donor or campus visitor; or

15 (c) Contractor, subcontractor, or employee.

16 (2) The use of an individual's name, voice, signature,
17 photograph, or likeness within a work that is protected under subdivision
18 (a)(1) of this section is not a fair use protected by subdivision (a)(1) of
19 this section if the claimant proves that the use is so directly connected
20 with a product, article of merchandise, good, or service other than the work
21 itself as to constitute an act of advertising, selling, or soliciting
22 purchases of the product, article of merchandise, good, or service by the
23 individual without the prior consent required by this subchapter.

24 (b)(1) The commercial use of an individual's name, voice, signature,
25 photograph, or likeness in a commercial medium does not constitute a
26 commercial use for purposes of advertising or solicitation if the material
27 containing the commercial use is authorized by the individual for commercial
28 sponsorship or paid advertising.

29 (2) A determination of whether or not the commercial use of an
30 individual's name, voice, signature, photograph, or likeness is so directly
31 connected with the commercial sponsorship or paid advertising as to
32 constitute an authorized use for purposes of advertising or solicitation is a
33 question of fact.

34
35 4-75-1011. Exclusive remedies.

