

Stricken language would be deleted from and underlined language would be added to present law.

1 State of Arkansas *As Engrossed: S1/26/15 S2/2/15 S2/12/15 S2/26/15 S3/3/15*
2 *H3/13/15*

3 90th General Assembly
4 Regular Session, 2015

A Bill

SENATE BILL 79

5
6 By: Senator J. Woods
7 By: Representative Leding

For An Act To Be Entitled

8
9
10 AN ACT TO ENACT THE PERSONAL RIGHTS PROTECTION ACT;
11 TO PROTECT THE PROPERTY RIGHTS OF AN INDIVIDUAL TO
12 THE USE OF THE INDIVIDUAL'S NAME, VOICE, SIGNATURE,
13 AND LIKENESS; AND FOR OTHER PURPOSES.

Subtitle

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

22
23
24 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

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

Subchapter 10 – Personal Rights Protection Act

4-75-1001. Title.

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

4-75-1002. Findings and legislative intent.

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



1 (1) Are renowned for their hard work and accomplishments in many
2 areas that contribute to the public health, welfare, and pursuit of
3 happiness;

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

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

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

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

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

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

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

21
22 4-75-1003. Definitions.

23 As used in this subchapter:

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

26 (i) Advertising;

27 (ii) Fundraising; or

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

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

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

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

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

1 (3) "Likeness" means a reproduction of the image of an
2 individual by any means other than a photograph;

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

4 (B) "Person" includes:

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

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

8 (iii) An educational or religious institution;

9 (iv) A political party; and

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

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

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

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

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

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

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

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

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

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

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

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

36 (3)(A) Upon an individual's death, vests in the individual's

1 executors, administrators, heirs, devisees, and assigns according to:

2 (i) The terms of a testamentary instrument; or

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

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

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

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

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

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

20
21 4-75-1005. Exercise of rights after death.

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

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

33
34 4-75-1006. Registration.

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

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

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

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

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

12 (2) The form shall:

13 (A) Be verified under oath;

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

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

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

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

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

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

26
27 4-75-1007. Exclusive rights – Expiration.

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

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

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

33
34 4-75-1008. Unauthorized commercial use.

35 (a)(1) Except as provided in § 4-75-1010, a person who commercially
36 uses an individual's name, voice, signature, photograph, or likeness is

1 liable to the holder of the property right provided by this subchapter for
2 damages and disgorgement of profits, funds, goods, or services if the
3 commercial use was not authorized under § 4-75-1004(c).

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

6 (b) If a violation of this section occurs through the use of a
7 product, merchandise, goods, or other tangible personal property, the
8 product, merchandise, goods, or other tangible personal property and the
9 instrumentalities used by the person violating this section are considered
10 contraband and are subject to seizure and forfeiture to the state under § 4-
11 75-1009.

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

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

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

17 (2) A violation of this subchapter occurred.

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

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

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

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

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

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

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

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

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

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

1 reproduced.

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

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

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

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

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

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

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

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

19
20 4-75-1010. Fair use – Commercial sponsorship.

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

23 (A) In connection with a news, public affairs, or sports
24 broadcast, including the promotion of and advertising for a sports broadcast,
25 an account of public interest, or a political campaign;

26 (B) In:

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

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

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

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

36 (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)(B) of this section is not a fair use protected by subdivision (a)(1)
19 of this section if:

20 (A) The claimant proves that the use is so directly
21 connected with a product, article of merchandise, good, or service other than
22 the work itself as to constitute an act of advertising, selling, or
23 soliciting purchases of the product, article of merchandise, good, or service
24 by the individual without the prior consent required by this subchapter; or

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

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

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

1 question of fact.

2
3 4-75-1011. Exclusive remedies.

4 (a) The remedies granted by this subchapter shall constitute the
5 exclusive basis for asserting a claim for the unauthorized commercial use of
6 an individual's name, voice, signature, photograph, or likeness.

7 (b) Except as provided in this subchapter, a right of publicity in
8 the use of an individual's name, voice, signature, photograph, or likeness
9 does not exist.

10
11 4-75-1012. Construction.

12 This subchapter:

13 (1) Shall be liberally construed to accomplish its intent and
14 purposes; and

15 (2) Does not render invalid or unenforceable a contract entered
16 into before or after the effective date of this subchapter by an individual
17 during his or her lifetime by which the individual transferred, assigned, or
18 licensed all or part of the right to use his or her name, voice, signature,
19 photograph, or likeness.

20
21 4-75-1013. Applicability.

22 The property rights granted by this subchapter vest with respect to an
23 individual on the effective date of this subchapter.

24
25 /s/J. Woods
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