

1 State of Arkansas  
2 90th General Assembly  
3 Third Extraordinary Session, 2016  
4

Call Item 6

# A Bill

HOUSE BILL 1002

5 By: Representatives Leding, Eads, Neal  
6

## For An Act To Be Entitled

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

## Subtitle

14 THE FRANK BROYLES PUBLICITY RIGHTS  
15 PROTECTION ACT OF 2016.  
16  
17  
18

19 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:  
20

21 SECTION 1. Arkansas Code Title 4, Chapter 75, is amended to add an  
22 additional subchapter to read as follows:  
23

24 Subchapter 11 – Frank Broyles Publicity Rights Protection Act of 2016  
25

26 4-75-1101. Title.

27 This subchapter shall be known and may be cited as the "Frank Broyles  
28 Publicity Rights Protection Act of 2016".  
29

30 4-75-1102. Findings and legislative intent.

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

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

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



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

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

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

8           (1) Protect the names, voices, signatures, photographs, and  
 9 likenesses of the citizens of this state from exploitation and unauthorized  
 10 commercial use without the consent of the citizen;

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

13           (3) Provide appropriate remedies for the exploitation and  
 14 unauthorized commercial use of the name, voice, signature, photograph, or  
 15 likeness of a citizen.

16  
 17           4-75-1103. Definitions.

18           As used in this subchapter:

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

21                   (i) For advertising, selling, or soliciting  
 22 purchases of products, merchandise, goods, or services; or

23                   (ii) On or in connection with products, merchandise,  
 24 goods, or other commercial activity that is not exempt under this subchapter.

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

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

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

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

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

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

36                   (B) "Person" includes:

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

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

4 (iii) An educational or religious institution;

5 (iv) A political party; and

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

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

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

12 (A) A transfer, assignment, or license of the property  
 13 right; or

14 (B) Section 4-75-1104(b)(3).

15  
 16 4-75-1104. Property right in use of name, voice, signature,  
 17 photograph, or likeness – Prior consent.

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

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

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

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

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

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

32 (3)(A) Upon the death of an individual, vests in the  
 33 individual's executors, administrators, heirs, devisees, and assignees  
 34 according to:

35 (i) The terms of a trust, testamentary, or other  
 36 instrument under subdivision (b)(1) of this section; or

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

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

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

14                   (1) The individual during the lifetime of the individual;

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

17                   (3) After the death of an individual, as provided by § 4-75-  
18 1105.

19  
20                  4-75-1105. Exercise of rights after death.

21                  (a) Subject to the terms of a transfer, assignment, or license of  
22 property rights under § 4-75-1104, after the death of an individual, consent  
23 to the use of the individual's name, voice, signature, photograph, or  
24 likeness shall be granted by no less than fifty and one-thousandths percent  
25 (50.001%) of the owners of the right to use the name, voice, signature,  
26 photograph, or likeness of the individual under § 4-75-1104(b)(3).

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

32  
33                  4-75-1106. 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 property rights claimed.

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

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

22 (3) Under this section, the microfilm or other reproduction of  
 23 the filing or form is:

24 (A) Admissible in any court of law; and

25 (B) A matter of public record.

26  
 27 4-75-1107. 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  
 32 assignees of the individual for fifty (50) years after the individual’s  
 33 death.

34  
 35 4-75-1108. Unauthorized commercial use.

36 (a) Except as provided in § 4-75-1110, a person who commercially uses

1 the name, voice, signature, photograph, or likeness of an individual is  
 2 liable to the holder of the property right provided by this subchapter for  
 3 damages and disgorgement of profits, funds, goods, or services if the  
 4 commercial use was not authorized under § 4-75-1104(c).

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

7  
 8 4-75-1109. Civil actions – Damages.

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

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

11 (2) A violation of this subchapter occurred.

12 (b) Upon finding a violation of this subchapter, the court may issue  
 13 an injunction to prevent or restrain the unauthorized commercial use of the  
 14 name, voice, signature, photograph, or likeness of the individual.

15 (c)(1) The holder of the property right under this subchapter is  
 16 entitled to recover for the unauthorized commercial use of the property right  
 17 by seeking both:

18 (A) The actual damages the holder of the property right  
 19 has suffered as a result of a commercial use of the property right; and

20 (B) Any profits that are attributable to the commercial  
 21 use.

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

24 (3) The existence or nonexistence of profits from the  
 25 unauthorized commercial use shall not be a criterion for determining  
 26 liability.

27  
 28 4-75-1110. Exempt use – Commercial use.

29 (a)(1) It is not a violation of this subchapter if the name, voice,  
 30 signature, photograph, or likeness of an individual is used:

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

34 (B) In:

35 (i) A play, book, magazine, newspaper, musical  
 36 composition, visual work, work of art, audiovisual work, radio or television

1 program if it is fictional or nonfictional entertainment, or a dramatic,  
2 literary, or musical work;

3 (ii) A work of political, public interest, or  
4 newsworthy value including a comment, criticism, parody, satire, or a  
5 transformative creation of a work of authorship; or

6 (iii) An advertisement or commercial announcement  
7 for any of the works described in subdivision (a)(1)(A) of this section or  
8 this subdivision (a)(1)(B);

9 (C) In a photograph or likeness where the individual  
10 appears as a member of the public, an attendee of a photographed event, or in  
11 a public place, and the individual is not named;

12 (D) By an institution of higher education or by a  
13 nonprofit organization, club, or supporting foundation that is authorized by  
14 the institution of higher education and established solely to advance the  
15 purposes of the institution of higher education if:

16 (i) The use is for educational purposes or to  
17 promote the institution of higher education and its educational, athletic, or  
18 other institutional objectives; and

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

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

22 (b) Donor or campus visitor; or

23 (c) Contractor, subcontractor, or employee;

24 (E) By any person practicing the profession of photography  
25 or his or her representative:

26 (i) To exhibit and display photographs in a personal  
27 portfolio through physical media or digital media unless the exhibit and  
28 display are continued by the person practicing the profession of photography  
29 after written notice objecting to the exhibit and display has been given by  
30 the individual or by his or her representative;

31 (ii) To distribute photographs for license and sale  
32 or other transfer to third parties or to promote or advertise such  
33 activities; and

34 (iii) To provide yearbooks to an educational  
35 institution or photographs for school publications; or

36 (F) By a service provider of a system or network, if the

1 service provider:

2 (i) Does not have actual knowledge that a photograph  
3 or likeness on the system or network is in violation of this subchapter; or

4 (ii) In the absence of such actual knowledge, is not  
5 aware of facts or circumstances from which a violation of this subchapter is  
6 apparent.

7 (2) The use of the name, voice, signature, photograph, or  
8 likeness of the individual within a work that is protected under subdivision  
9 (a)(1)(B) of this section is not an exempt use protected by subdivision  
10 (a)(1) of this section if the claimant proves that the use is so directly  
11 connected with a product, article of merchandise, good, or service other than  
12 the work itself as to constitute an act of advertising, selling, or  
13 soliciting purchases of the product, article of merchandise, good, or service  
14 by the individual without the prior consent required by this subchapter.

15 (b)(1) The commercial use of the name, voice, signature, photograph,  
16 or likeness of the individual in a commercial medium does not constitute a  
17 commercial use for purposes of advertising or solicitation if the material  
18 containing the commercial use is authorized by the individual for commercial  
19 sponsorship or paid advertising.

20 (2) It is a question of fact as to whether or not the commercial  
21 use of the name, voice, signature, photograph, or likeness of an individual  
22 is so directly connected with the commercial sponsorship or paid advertising  
23 as to constitute an authorized use for purposes of advertising or  
24 solicitation.

25  
26 4-75-1111. Exclusive remedies.

27 (a) Remedies granted by this subchapter shall constitute the exclusive  
28 basis for asserting a claim for the unauthorized commercial use of the name,  
29 voice, signature, photograph, or likeness of an individual.

30 (b) Except as provided in this subchapter, a right of publicity in the  
31 use of the name, voice, signature, photograph, or likeness of an individual  
32 does not exist.

33  
34 4-75-1112. Construction.

35 (a) This subchapter:

36 (1) Shall be liberally construed to accomplish its intent and



1 purposes; and

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

7 (b) The property rights granted by this subchapter are not considered  
 8 intellectual property for purposes of 47 U.S.C. § 230.

9  
 10 4-75-1113. Applicability.

11 (a) The property rights granted by this subchapter vest with respect  
 12 to an individual on the effective date of this subchapter.

13 (b) This subchapter applies only to individuals maintaining a domicile  
 14 or residence in the State of Arkansas on or after the effective date of this  
 15 subchapter.

16  
 17 SECTION 2. SEVERABILITY CLAUSE. If any provision of this act or its  
 18 application to any person or circumstance is held invalid, the invaliding  
 19 does not affect other provisions or applications of this act which can be  
 20 given effect without the invalid provision or application, and to this end  
 21 the provisions of this act are severable.

22  
 23  
 24 **APPROVED: 05/23/2016**