



The WALT DISNEY Company

June 8, 2018

The Honorable Martin Golden  
State Capitol  
Albany, NY 12247

Re: A.8155-b (Morelle, Right of Publicity) – Oppose

Dear Senator Golden:

I write to express serious concern with Assembly Bill 8155-b, creating a broad and new right of publicity in New York, and to urge your opposition to the bill should it come before you for consideration.

As a company, Disney is heavily invested in a broad range of expressive activities in New York, from film and television production, to theatrical production, to publishing, to broadcasting, to news reporting, and more. We are concerned that this proposed legislation, if enacted, would put those activities at risk.

New York law includes a well-established right of privacy, with more than 100 years of supporting case law that is protective of both the First Amendment rights of those engaged in expressive activities and the identity interests of individuals. The proposed legislation would upend this framework by creating a broad new right of publicity, in addition to the right of privacy, subject to new and different rules and without the safeguards of the well-developed case law that governs the existing right of privacy. This new right would extend beyond the life of the individual and would be available regardless of whether the individual is or ever was domiciled in the state, inviting an onslaught of burdensome litigation and creating tremendous uncertainty for businesses in the state. On top of all this, the bill would create entirely unprecedented rights to control the use of “digital replicas” and the use of celebrity images in sexually explicit material, which while presumably well-intended threaten expressive activities as a result of undefined, vague or otherwise problematic statutory language.

If adopted, this legislation would interfere with the right and ability of companies like ours to tell stories about real people and events. The public has an interest in those stories, and the First Amendment protects those who tell them. Unfortunately, the proposed bill would transform New York from jurisdiction that is friendly to and protective of such expressive endeavors to one in which they become encumbered by uncertainty and risk. For these reasons we ask that you oppose this bill as drafted and vote no should it come before you.

Sincerely,

A handwritten signature in blue ink that reads "Lisa Pitney".

Lisa Pitney  
Vice President Government Relations  
The Walt Disney Company

500 South Buena Vista Street, Burbank, CA 91521-1151  
Tel 818.560.1719 Fax 818.846.8406



The WALT DISNEY Company

June 8, 2018

The Honorable John Flanagan  
State Capitol  
Albany, NY 12247

Re: A.8155-b (Morelle, Right of Publicity) – Oppose

Dear Senator Flanagan:

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The WALT DISNEY Company

June 8, 2018

The Honorable Diane Savino  
State Capitol  
Albany, NY 12247

Re: A.8155-b (Morelle, Right of Publicity) – Oppose

Dear Senator Savino:

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Lisa Pitney  
Vice President Government Relations  
The Walt Disney Company

500 South Buena Vista Street, Burbank, CA 91521-1151  
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The WALT DISNEY Company

June 8, 2018

The Honorable Catherine Young  
State Capitol  
Albany, NY 12247

Re: A.8155-b (Morelle, Right of Publicity) – Oppose

Dear Senator Young:

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Sincerely,

A handwritten signature in blue ink that reads "Lisa Pitney". The signature is fluid and cursive, written over the printed name.

Lisa Pitney  
Vice President Government Relations  
The Walt Disney Company

500 South Buena Vista Street, Burbank, CA 91521-1151  
Tel 818.560.1719 Fax 818.846.8406





The WALT DISNEY Company

June 8, 2018

The Honorable Kamp Hannon  
State Capitol  
Albany, NY 12247

Re: A.8155-b (Morelle, Right of Publicity) – Oppose

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