118th Congress 2d Session S.
To protect intellectual property rights in the voice and visual likeness of individuals, and for other purposes.
IN THE SENATE OF THE UNITED STATES
Mr. Coons (for himself, Mrs. Blackburn, Ms. Klobuchar, and Mr. Tillis introduced the following bill; which was read twice and referred to the Committee on
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To protect intellectual property rights in the voice and visual likeness of individuals, and for other purposes. 1 Be it enacted by the Senate and House of Representa 2 tives of the United States of America in Congress assembled 3 SECTION 1. SHORT TITLE. 4 This Act may be cited as the "Nurture Originals 5 Foster Art, and Keep Entertainment Safe Act of 2024" 6 or the "NO FAKES Act of 2024".

(1) DIGITAL REPLICA.—The term "digital rep-

lica" means a newly-created, computer-generated,

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1	highly realistic electronic representation that is read-
2	ily identifiable as the voice or visual likeness of an
3	individual that—
4	(A) is embodied in a sound recording,
5	image, audiovisual work, including an audio-
6	visual work that does not have any accom-
7	panying sounds, or transmission—
8	(i) in which the actual individual did
9	not actually perform or appear; or
10	(ii) that is a version of a sound re-
11	cording, image, or audiovisual work in
12	which the actual individual did perform or
13	appear, in which the fundamental char-
14	acter of the performance or appearance
15	has been materially altered; and
16	(B) does not include the electronic repro-
17	duction, use of a sample of one sound recording
18	or audiovisual work into another, remixing
19	mastering, or digital remastering of a sound re-
20	cording or audiovisual work authorized by the
21	copyright holder.
22	(2) Individual.—The term "individual" means
23	a human being, living or dead.
24	(3) Online service.—The term "online serv-
25	ice'' means—

1	(A)(i) any public-facing website, online ap-
2	plication, mobile application, or virtual reality
3	environment that predominantly provides a
4	community forum for user generated content
5	such as sharing videos, images, games, audio
6	files, or other material; or
7	(ii) a digital music provider, as defined in
8	section 115(e) of title 17, United States Code
9	and
10	(B) may include a social media service, so-
11	cial network, or application store; provided
12	however, that the term does not include a serv-
13	ice by wire or radio that provides the capability
14	to transmit data to and receive data from all
15	or substantially all, internet endpoints, includ-
16	ing any capabilities that are incidental to enable
17	the operation of the communications service of
18	a provider of online services or network access
19	or the operator of facilities for such service.
20	(4) Production.—The term "production"
21	means the creation of a digital replica.
22	(5) RIGHT HOLDER.—The term "right holder"
23	means the individual whose voice or visual likeness
24	is at issue with respect to a digital replica and any
25	other person that has acquired, through a license

1	inheritance, or otherwise, the right to authorize the
2	use of such voice or visual likeness in a digital rep-
3	lica.
4	(6) Sound recording artist.—The term
5	"sound recording artist" means an individual who
6	creates or performs in sound recordings for eco-
7	nomic gain or for the livelihood of the individual.
8	(b) DIGITAL REPLICATION RIGHT.—
9	(1) In general.—Subject to the other provi-
10	sions of this section, each individual or right holder
11	shall have the right to authorize the use of the voice
12	or visual likeness of the individual in a digital rep-
13	lica.
14	(2) Nature of right.—
15	(A) IN GENERAL.—The right described in
16	paragraph (1) shall have the following charac-
17	teristics:
18	(i) The right is—
19	(I) a property right;
20	(II) not assignable during the life
21	of the individual; and
22	(III) licensable, in whole or in
23	part, exclusively or non-exclusively, by
24	the right holder.

1	(ii) The right shall not expire upon
2	the death of the individual, without regard
3	to whether the right is commercially ex-
4	ploited by the individual during the indi-
5	vidual's lifetime.
6	(iii) Upon the death of the indi-
7	vidual—
8	(I) the right is transferable and
9	licensable, in whole or in part, by the
10	executors, heirs, assigns, licensees, or
11	devisees of the individual; and
12	(II) ownership of the right may
13	be—
14	(aa) transferred, in whole or
15	in part, by any means of convey-
16	ance or by operation of law; and
17	(bb) bequeathed by will or
18	pass as personal property by the
19	applicable laws of intestate suc-
20	cession.
21	(iv) The right shall be exclusive to—
22	(I) the individual, subject to the
23	licensing of the right during the life-
24	time of that individual under subpara-
25	graph (B); and

1	(II) the right holder—
2	(aa) for a period of 10 years
3	after the death of the individual;
4	and
5	(bb) if the right holder dem-
6	onstrates active and authorized
7	public use of the voice or visual
8	likeness of the individual during
9	the 2-year period preceding the
10	expiration of the 10-year period
11	described in item (aa), for an ad-
12	ditional 5-year period, subject to
13	renewal for additional 5-year pe-
14	riods, provided the right holder
15	can demonstrate authorized pub-
16	lic use of the voice or visual like-
17	ness of the individual during the
18	2-year period preceding the expi-
19	ration of each additional 5-year
20	period.
21	(v) The right shall terminate on the
22	date that is the earlier of—
23	(I) the date on which the 10-year
24	period or 5-year period described in

1	clause (iv)(II) terminates without re-
2	newal; or
3	(II) the date that is 70 years
4	after the death of the individual.
5	(B) REQUIREMENTS FOR LICENSE.—
6	(i) In general.—A license described
7	in subparagraph (A)(i)(III)—
8	(I) while the individual is living,
9	is valid only to the extent that the li-
10	cense duration does not exceed 10
11	years; and
12	(II) shall be valid only if the li-
13	cense agreement—
14	(aa) is in writing and signed
15	by the individual or an author-
16	ized representative of the indi-
17	vidual; and
18	(bb) includes a reasonably
19	specific description of the in-
20	tended uses of the applicable dig-
21	ital replica.
22	(ii) LICENSES INVOLVING A MINOR.—
23	A license described in subparagraph
24	(A)(i)(III) involving a living individual who
25	is younger than 18 years of age—

1	(1) is valid only to the extent that
2	the license duration does not exceed 5
3	years, but in any case terminates
4	when the individual reaches 18 years
5	of age;
6	(II) shall be valid only if the li-
7	cense agreement—
8	(aa) is in writing and signed
9	by the individual or an author-
10	ized representative of the indi-
11	vidual; and
12	(bb) includes a reasonably
13	specific description of the in-
14	tended uses of the digital replica;
15	and
16	(III) the license is approved by a
17	court in accordance with applicable
18	State law.
19	(iii) Collective bargaining agree-
20	MENTS.—The provisions of clauses (i) and
21	(ii) shall not apply if the license is gov-
22	erned by a collective bargaining agreement
23	that addresses digital replicas.
24	(iv) Limitation.—The provisions of
25	clauses (i) and (ii) shall not affect terms

1	and conditions of a license or related con-
2	tract other than those described in this
3	subparagraph, and the expiration of such
4	license does not affect the remainder of the
5	license or related contract.
6	(C) REQUIREMENTS FOR POST-MORTEM
7	TRANSFER.—A post-mortem transfer or license
8	described in subparagraph (A)(iii)(I) shall be
9	valid only if the transfer agreement or license
10	agreement is in writing and signed by the right
11	holder or an authorized representative of the
12	right holder.
13	(D) REGISTRATION FOR POST-MORTEM RE-
14	NEWAL.—
15	(i) In general.—The renewal of a
16	post-mortem right under subparagraph
17	(A)(iv)(II)(bb) shall be effective if, during
18	the applicable 2-year renewal period speci-
19	fied in that subparagraph, the right holder
20	files a notice with the Register of Copy-
21	rights that complies with such require-
22	ments regarding form and filing proce-
23	dures as the Register of Copyrights may
24	prescribe by regulation and that con-
25	tains—

S.L.C.

1	(I) the name of the deceased in-
2	dividual;
3	(II) a statement, under penalty
4	of perjury, that the right holder has
5	engaged in active and authorized pub-
6	lic use of the voice or visual likeness
7	during the applicable 2-year period;
8	(III) the identity of and contact
9	information for the right holder; and
10	(IV) such other information as
11	the Register of Copyrights may pre-
12	scribe by regulation.
13	(ii) DIRECTORY.—The Register of
14	Copyrights—
15	(I) shall—
16	(aa) maintain a current di-
17	rectory of post-mortem digital
18	replication rights registered
19	under this subparagraph; and
20	(bb) make the directory de-
21	scribed in item (aa) available to
22	the public for inspection online;
23	and
24	(II) may require payment of a
25	reasonable filing fee by the registrant,

1	which may take into consideration the
2	costs of maintaining the directory de-
3	scribed in subclause (I).
4	(iii) Voluntary initial registra-
5 T	ION.—
6	(I) IN GENERAL.—The right
7	holder may voluntarily register the
8	post-mortem right under subpara-
9	graph (A)(iv)(II)(aa) by filing a notice
10	with the Register of Copyrights that
11	complies with such requirements re-
12	garding form, content, and filing pro-
13	cedures as the Register of Copyrights
14	may prescribe by regulation.
15	(II) AUTHORITY OF REGISTER OF
16	COPYRIGHTS.—The Register of Copy-
17	rights may—
18	(aa) include a voluntary reg-
19	istration of the post-mortem
20	right under subparagraph
21	(A)(iv)(II)(aa) in the directory
22	required by clause (ii)(I)(aa); and
23	(bb) require payment of a
24	reasonable filing fee by the reg-
25	istrant, which may take into con-

1	sideration the costs of maintain-
2	ing the directory.
3	(iv) Authority of register of
4	COPYRIGHTS.—The Register of Copyrights
5	may make such interpretations and resolve
6	such ambiguities as may be appropriate to
7	carry out this subparagraph.
8	(E) Post-expiration or termination
9	UTILIZATION OF AUTHORIZED USES.—A digital
10	replica that is embodied in a sound recording,
11	image, audiovisual work, including an audio-
12	visual work that does not have any accom-
13	panying sounds, or transmission, and the use of
14	which is authorized pursuant to the terms of a
15	license, may continue to be utilized in a manner
16	consistent with the terms of that license after
17	the expiration or termination of the license.
18	(c) Liability.—
19	(1) IN GENERAL.—Any person that, in a man-
20	ner affecting interstate commerce (or using any
21	means or facility of interstate commerce), engages in
22	an activity described in paragraph (2) shall be liable
23	in a civil action brought under subsection (e).
24	(2) ACTIVITIES DESCRIBED.—An activity de-
25	scribed in this paragraph is either of the following:

1	(A) The production of a digital replica
2	without consent of the applicable right holder
3	(B) The publication, reproduction, display,
4	distribution, transmission of, or otherwise mak-
5	ing available to the public, a digital replica
6	without consent of the applicable right holder
7	(3) Knowledge required.—To incur liability
8	under this subsection, a person engaging in an activ-
9	ity shall have actual knowledge, which could be ob-
10	tained through a notification that satisfies sub-
11	section (d)(3), or shall willfully avoid having such
12	knowledge, that—
13	(A) the applicable material is a digital rep-
14	lica; and
15	(B) the digital replica was not authorized
16	by the applicable right holder.
17	(4) Exclusions.—
18	(A) IN GENERAL.—It shall not be a viola-
19	tion of paragraph (1) if—
20	(i) the applicable digital replica is pro-
21	duced or used in a bona fide news, public
22	affairs, or sports broadcast or account
23	provided that the digital replica is the sub-
24	ject of, or is materially relevant to, the
25	subject of such broadcast or account;

1	(ii) the applicable digital replica is a
2	representation of the applicable individual
3	as the individual in a documentary or in a
4	historical or biographical manner, includ-
5	ing some degree of fictionalization, un-
6	less—
7	(I) the production or use of that
8	digital replica creates the false im-
9	pression that the work is an authentic
10	sound recording, image, transmission,
11	or audiovisual work in which the indi-
12	vidual participated; or
13	(II) the digital replica is em-
14	bodied in a musical sound recording
15	that is synchronized to accompany a
16	motion picture or other audiovisual
17	work, except to the extent that the
18	use of that digital replica is protected
19	by the First Amendment to the Con-
20	stitution of the United States;
21	(iii) the applicable digital replica is
22	produced or used consistent with the public
23	interest in bona fide commentary, criti-
24	cism, scholarship, satire, or parody;

1	(iv) the use of the applicable digital
2	replica is fleeting or negligible; or
3	(v) the applicable digital replica is
4	used in an advertisement or commercial
5	announcement for a purpose described in
6	any of clauses (i) through (iv) and the ap-
7	plicable digital replica is relevant to the
8	subject of the work so advertised or an-
9	nounced.
10	(B) APPLICABILITY.—Subparagraph (A)
11	shall not apply where the applicable digital rep-
12	lica is used to depict sexually explicit conduct,
13	as defined in section 2256(2)(A) of title 18,
14	United States Code.
15	(d) Safe Harbors.—
16	(1) In general.—
17	(A) PRODUCTS AND SERVICES CAPABLE OF
18	PRODUCING DIGITAL REPLICAS.—No person
19	shall be secondarily liable for a violation of this
20	section for manufacturing, importing, offering
21	to the public, providing, or otherwise distrib-
22	uting a product or service unless the product or
23	service—
24	(i) is primarily designed to produce 1
25	or more unauthorized digital replicas;

1	(11) has only limited commercially sig-
2	nificant purpose or use other than to
3	produce an unauthorized digital replica; or
4	(iii) is marketed, advertised, or other-
5	wise promoted by that person or another
6	acting in concert with that person with
7	that person's knowledge for use in pro-
8	ducing an unauthorized digital replica.
9	(B) Referral or linking.—An online
10	service shall not be liable for violating the right
11	described in subsection (b) by referring or link-
12	ing a user to an unauthorized digital replica, or
13	by carrying out an activity described in sub-
14	section (c)(2), if, upon receiving a notification
15	described in paragraph (3), the online service
16	removes or disables access to the material that
17	is claimed to be an unauthorized digital replica
18	as soon as is technically and practically feasible
19	for that online service.
20	(C) Online services hosting user-
21	UPLOADED MATERIAL.—An online service shall
22	not be liable for violating the right described in
23	subsection (b) by storing third-party provided
24	material that resides on a system or network
25	controlled or operated by or for the online serv-

1	ice, if, upon receiving a notification that satis-
2	fies paragraph (3), the online service—
3	(i) removes, or disables access to, all
4	instances of the material (or an activity
5	using the material) that is claimed to be
6	an unauthorized digital replica as soon as
7	is technically and practically feasible for
8	that online service; and
9	(ii) having done so, takes reasonable
10	steps to promptly notify the third-party
11	that provided the material that the online
12	service has removed or disabled access to
13	the material.
14	(2) Designated agent.—
15	(A) IN GENERAL.—The limitations on li-
16	ability established under this subsection shall
17	apply to an online service only if the online
18	service has designated an agent to receive noti-
19	fications under paragraph (3), by making avail-
20	able through the online service, including on the
21	website of the online service in a location acces-
22	sible to the public, and by providing to the
23	Copyright Office, substantially the following in-
24	formation:

1	(i) The name, address, telephone
2	number, and electronic mail address of the
3	agent.
4	(ii) Other contact information that the
5	Register of Copyrights may determine ap-
6	propriate.
7	(B) DIRECTORY.—The Register of Copy-
8	rights—
9	(i) shall—
10	(I) maintain a current directory
11	of designated agents for the purposes
12	of this paragraph; and
13	(II) make the directory described
14	in subclause (I) available to the public
15	for inspection, including through the
16	internet; and
17	(ii) may require payment of a fee by
18	online services to cover the costs of main-
19	taining the directory described in clause
20	(i)(I).
21	(3) Elements of notification.—To be effec-
22	tive under this subsection, a notification of a claimed
23	violation of the right described in subsection (b)
24	shall be a written communication provided to the

1	designated agent of an online service that includes
2	the following:
3	(A) A physical or electronic signature of
4	the right holder, a person authorized to act on
5	behalf of the right holder, or an eligible plaintiff
6	under subsection (e)(1).
7	(B) Identification of the individual, the
8	voice or visual likeness of whom is being used
9	in an unauthorized digital replica.
10	(C) Identification of the material con-
11	taining an unauthorized digital replica, includ-
12	ing information sufficient to allow the online
13	service to locate the allegedly unauthorized dig-
14	ital replica.
15	(D) Information reasonably sufficient to
16	permit the online service to contact the noti-
17	fying party, such as an address, telephone num-
18	ber, and electronic mail address.
19	(E) A statement that the notifying party
20	believes in good faith that the material is an
21	unauthorized use of a digital replica.
22	(F) If not the right holder or an eligible
23	plaintiff under subsection (e)(1), a statement
24	that the notifying party has the authority to act
25	on behalf of the right holder.

1	(G) For the purposes of paragraph (1)(B)
2	information reasonably sufficient to—
3	(i) identify the reference or link to the
4	material or activity claimed to be an unau-
5	thorized digital replica that is to be re-
6	moved or to which access is to be disabled
7	and
8	(ii) permit the online service to locate
9	the reference or link described in clause
10	(i).
11	(4) Penalties for false or deceptive no-
12	TICE.—
13	(A) IN GENERAL.—It shall be unlawful to
14	knowingly materially misrepresent under para-
15	graph (3)—
16	(i) that the material requested to be
17	removed is an unauthorized digital replica-
18	(ii) that a person has the authority to
19	act on behalf of the right holder; or
20	(iii) that a digital replica is not au-
21	thorized by the right holder or by other
22	law.
23	(B) Penalties.—Any person that violates
24	subparagraph (A) shall be liable for an amount
25	equal to the greater of—

1	(i) \$5,000; or
2	(ii) any actual damages, including
3	costs and attorney's fees, incurred by the
4	alleged violator, as well as by any online
5	service injured by the reliance of the online
6	service on the misrepresentation in remov-
7	ing or disabling access to the material or
8	activity claimed to be an unauthorized dig-
9	ital replica.
10	(e) CIVIL ACTION.—
11	(1) Eligible plaintiffs.—A civil action for a
12	violation of this section may be brought by—
13	(A) a right holder;
14	(B) if the individual is younger than 18
15	years of age, a parent or guardian of the indi-
16	vidual;
17	(C) any other person that controls, includ-
18	ing by virtue of a license, the right to authorize
19	the use of the voice or visual likeness of the
20	right holder described in subparagraph (A);
21	(D) any other person that owns or controls
22	the right to authorize the use of the voice or
23	visual likeness of a deceased individual de-
24	scribed in subparagraph (A); or

1	(E) in the case of a digital replica involve
2	ing a sound recording artist, any person that
3	has, directly or indirectly, entered into—
4	(i) a contract for the exclusive per-
5	sonal services of the sound recording artist
6	as a sound recording artist; or
7	(ii) an exclusive license to distribute
8	or transmit 1 or more works that capture
9	the audio performance of the sound record-
10	ing artist.
11	(2) Limitations period.—A civil action may
12	not be brought under this subsection unless the ac-
13	tion is commenced not later than 3 years after the
14	date on which the party seeking to bring the civil ac-
15	tion discovered, or with due diligence should have
16	discovered, the applicable violation.
17	(3) Defense not permitted.—It shall not be
18	a defense in a civil action brought under this sub-
19	section that the defendant displayed or otherwise
20	communicated to the public a disclaimer stating that
21	the applicable digital replica was unauthorized or
22	disclosing that the digital replica was generated
23	through the use of artificial intelligence or other
24	technology.
25	(4) Remedies.—

1	(A) IN GENERAL.—In any civil action
2	brought under this subsection—
3	(i) an individual or entity that en-
4	gages in an activity described in subsection
5	(c)(2) shall be liable to the injured party in
6	an amount equal to the greater of—
7	(I)(aa) in the case of an indi-
8	vidual, \$5,000 per work embodying
9	the applicable unauthorized digital
10	replica;
11	(bb) in the case of an entity that
12	is an online service, \$5,000 per viola-
13	tion; and
14	(ce) in the case of an entity that
15	is not an online service, \$25,000 per
16	work embodying the applicable unau-
17	thorized digital replica; or
18	(II) any actual damages suffered
19	by the injured party as a result of the
20	activity, plus any profits from the un-
21	authorized use that are attributable to
22	such use and are not taken into ac-
23	count in computing the actual dam-
24	ages;

1	(ii) the plaintiff may seek injunctive
2	or other equitable relief;
3	(iii) in the case of willful activity in
4	which the injured party has proven that
5	the defendant acted with malice, fraud,
6	knowledge, or willful avoidance of knowl-
7	edge that the conduct violated the law, the
8	court may award to the injured party puni-
9	tive damages; and
10	(iv) if the prevailing party is—
11	(I) the party bringing the action,
12	the court shall award reasonable at-
13	torney's fees; or
14	(II) the party defending the ac-
15	tion, the court shall award reasonable
16	attorney's fees if the court determines
17	that the action was not brought in
18	good faith.
19	(B) VIOLATION DEFINED.—For purposes
20	of this paragraph, "violation" means each dis-
21	play, copy made, transmission, and each in-
22	stance of the unauthorized digital replica being
23	otherwise made available on the online service,
24	unless the online service has taken reasonable
25	steps to remove, or disable access to, the unau-

EHF24841 1M0 S.L.C.

thorized digital replica as soon as is technically and practically feasible for the online service upon acquiring knowledge as set forth in subsection (c)(3).

(C) OBJECTIVELY REASONABLE BELIEF.—
An online service that has an objectively reasonable belief that material that is claimed to be an unauthorized digital replica does not qualify as a digital replica under subsection (a)(1) shall not be liable for statutory or actual damages exceeding \$1,000,000, regardless of whether the material is ultimately determined to be an unauthorized digital replica.

(D) Replacement of removed material.—In the event that the third-party that provided the material that the online service has removed or to which the online service has disabled access files a lawsuit in a court of the United States against the sender of a notice under subsection (d)(3) claiming that such notice was false or deceptive as provided in subsection (d)(4), the online service may, provided that the lawsuit was filed not later than 14 days after the user receives notice that the online service has removed or disabled access to

1	the material, restore the removed material to its
2	network for access by members of the public
3	without monetary liability therefor to either the
4	notice sender or the third-party that provided
5	the material that the online service had re-
6	moved or disabled access.
7	(f) Preemption.—
8	(1) In general.—The rights established under
9	this Act shall preempt any cause of action under
10	State law for the protection of an individual's voice
11	and visual likeness rights in connection with a dig-
12	ital replica, as defined in this Act, in an expressive
13	work.
14	(2) Rule of construction.—Notwith-
15	standing paragraph (1), nothing in this Act may be
16	construed to preempt—
17	(A) causes of action under State statutes
18	or common law in existence as of January 2,
19	2025, regarding a digital replica, as defined in
20	this Act;
21	(B) causes of action under State statutes
22	specifically regulating a digital replica depicting
23	sexually explicit conduct, as defined in section
24	2256(2)(A) of title 18, United States Code, or
25	an election-related digital replica; or

1	(C) causes of action under State statutes
2	or common law for the manufacturing, import-
3	ing, offering to the public, providing, making
4	available, or otherwise distributing a product or
5	service capable of producing 1 or more digital
6	replicas.
7	(g) Rule of Construction.—This section shall be
8	considered to be a law pertaining to intellectual property
9	for the purposes of section 230(e)(2) of the Communica-
10	tions Act of 1934 (47 U.S.C. 230(e)(2)).
11	(h) SEVERABILITY.—If any provision of this section,
12	or the application of a provision of this section, is held
13	to be invalid, the validity of the remainder of this section,
14	and the application of that provision to other persons and
15	circumstances, shall not be affected by that holding.
16	(i) Retroactive Effect.—
17	(1) Liabilities.—Liability under this section
18	shall apply only to—
19	(A) conduct occurring after the date of en-
20	actment of this Act; and
21	(B) in the case of conduct covered by a li-
22	cense or contract, a license or contract that is
23	executed after the date of enactment of this
24	Act.

1	(2) DIGITAL REPLICATION RIGHT.—The right
2	granted under subsection (b)—
3	(A) shall apply to any individual, regard-
4	less of whether the individual dies before or
5	after the date of enactment of this Act; and
6	(B) in the case of a right holder who has
7	died before the date of enactment of this Act,
8	shall vest in the executors, heirs, assigns, or
9	devisees of the right holder.
10	(j) EFFECTIVE DATE.—This Act shall take effect on
11	the date that is 180 days after the date of enactment of
12	this Act.