

# STATE OF NEW YORK

5857--B

Cal. No. 1131

2017-2018 Regular Sessions

## IN SENATE

May 3, 2017

Introduced by Sens. SAVINO, AKSHAR, ALCANTARA, AVELLA, CROCI, HAMILTON -- read twice and ordered printed, and when printed to be committed to the Committee on Judiciary -- reported favorably from said committee, ordered to first and second report, ordered to a third reading, amended and ordered reprinted, retaining its place in the order of third reading -- recommitted to the Committee on Judiciary in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the civil rights law, in relation to the right of privacy and the right of publicity; and to amend the civil practice law and rules, in relation to the timeliness of commencement of an action for violation of the right of publicity

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Section 50 of the civil rights law is renumbered section  
2 50-f and a new section 50 is added to read as follows:

3 § 50. Definitions. For the purposes of sections fifty-f, fifty-g,  
4 fifty-h, fifty-i and fifty-one of this article, the following terms  
5 shall have the following meanings:

6 1. "Deceased individual" means any individual, including his or her  
7 persona, who has died.

8 2. "Digital replica" means a computer-generated or electronic reproduc-  
9 tion of a living or deceased individual's likeness or voice that real-  
10 istically depicts the likeness or voice of the individual being  
11 portrayed. A digital replica is included within an individual's  
12 portrait.

13 3. "Secretary" means the secretary of state.

14 4. "Fund-raising" means an organized activity to solicit donations of  
15 money or other goods or services from persons or entities by an organ-  
16 ization, company or public entity.

17 5. "Individual" means a natural person, living or dead.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

LBD11325-06-8

1 6. "Name" means the actual or assumed name, or nickname, of a living  
2 or deceased individual that identifies that individual.

3 7. "Person" means any natural person, firm, association, partnership,  
4 corporation, company, syndicate, receiver, common law trust, conserva-  
5 tor, statutory trust, or any other entity by whatever name known or  
6 however organized, formed or created, and includes not-for-profit corpo-  
7 rations, associations, educational and religious institutions, political  
8 parties, and community, civic or other organizations.

9 8. "Persona" means, individually or collectively, the name, portrait  
10 or picture, voice, or signature of an individual.

11 9. "Right of privacy" means a personal right, which protects against  
12 the unauthorized use of a living individual's name, portrait or picture,  
13 voice, or signature for advertising purposes or purposes of trade with-  
14 out written consent, extinguished upon death.

15 10. "Right of publicity" means an independent property right, derived  
16 from and independent of the right of privacy, which protects the unau-  
17 thorized use of a living or deceased individual's name, portrait or  
18 picture, voice, or signature for advertising purposes or purposes of  
19 trade without written consent.

20 11. "Signature" means a handwritten or otherwise legally binding form  
21 of an individual's name, written or authorized by that individual, which  
22 distinguishes the individual from all other individuals.

23 § 2. Section 50-f of the civil rights law, as renumbered by section  
24 one of this act, is amended to read as follows:

25 § 50-f. Right of privacy and right of publicity. [~~A person, firm or~~  
26 ~~corporation that uses for advertising purposes, or for the purposes of~~  
27 ~~trade, the name, portrait or picture of any living person without having~~  
28 ~~first obtained the written consent of such person, or if a minor of his~~  
29 ~~or her parent or guardian, is guilty of a misdemeanor.] 1. For the  
30 purposes of the right of privacy, a living individual's persona shall  
31 not be used for advertising purposes or purposes of trade without  
32 obtaining the written consent of such person, or if a minor of his or  
33 her parent or guardian.~~

34 2. For the purposes of the right of publicity, a living or deceased  
35 individual's persona is personal property, freely transferable or  
36 descendible, in whole or in part by contract or by means of any trust or  
37 testamentary instrument, whether such contract, trust or testamentary  
38 instrument was entered into or executed before or after the effective  
39 date of this subdivision. Such right of publicity shall not be used for  
40 advertising purposes or the purposes of trade without obtaining the  
41 written consent of the individual, his or her successors or assigns as  
42 provided for in the provisions of this article pertaining to the right  
43 of publicity. In the case of a minor, written consent must first be  
44 obtained of his or her parent or guardian for the purposes of an exclu-  
45 sive or non-exclusive license as limited by section 35.03 of the arts  
46 and cultural affairs law. A parent or guardian is prohibited from  
47 assigning a minor's right of publicity, and such assignments shall be  
48 unenforceable. Nothing in this section shall limit any other rights such  
49 minor may have.

50 § 3. The civil rights law is amended by adding three new sections  
51 50-g, 50-h and 50-i to read as follows:

52 § 50-g. Duration of an individual's right of publicity. Every individ-  
53 ual's right of publicity shall continue to exist for forty years after  
54 his or her death, and does not expire upon the death of the individual.

55 § 50-h. Methods of transfer and conveyance. 1. The rights recognized  
56 under the provisions of this article pertaining to the right of public-

1 ity are freely transferable and descendible, in whole or in part, by the  
2 following:

3 (a) contract;

4 (b) license;

5 (c) gift;

6 (d) trust;

7 (e) testamentary document. The rights shall vest in the persons enti-  
8 tled to the right of publicity under the testamentary instrument of the  
9 deceased individual effective as of the date of that individual's death.  
10 In the absence of an express transfer in a testamentary instrument of  
11 the deceased individual's right of publicity, a provision in the testa-  
12 mentary instrument that provides for the disposition of the residue of  
13 the deceased individual's assets shall be effective to transfer the  
14 rights recognized under this article in accordance with the terms of  
15 that provision; and

16 (f) intestate succession. The right to publicity of an individual  
17 dying intestate shall be distributed under the laws of intestate  
18 succession, and the rights and remedies of this article may be exercised  
19 and enforced by a person or persons who possess at least a fifty-one  
20 percent interest of the individual's right of publicity. Such persons  
21 shall make a proportional accounting to, and shall act at all times in  
22 good faith with respect to, any other person in whom the rights being  
23 enforced have vested.

24 2. The rights established by the provisions of this article pertaining  
25 to the right of publicity shall also be freely transferable or descendi-  
26 ble by any subsequent owner of the deceased individual's right to  
27 publicity as recognized by this article. Nothing in the provisions of  
28 this article pertaining to the right of publicity shall be construed to  
29 render invalid or unenforceable any contract entered into by a deceased  
30 individual during his or her lifetime by which the deceased individual  
31 assigned the rights, in whole or in part, to use his or her right of  
32 publicity as defined in this article.

33 3. If any deceased individual does not transfer his or her rights  
34 under this section by contract, license, gift, trust or testamentary  
35 document, and there are no surviving persons as described in paragraph  
36 (f) of subdivision one of this section, then the property rights associ-  
37 ated with the deceased individual's right of publicity shall terminate.

38 4. Any person claiming to be a successor in interest to the right of  
39 publicity of a deceased individual under this article or a licensee of a  
40 deceased individual's right of publicity shall register that claim with  
41 the secretary on a form prescribed by the secretary and upon payment of  
42 a fee of one hundred dollars. The form shall include the name and date  
43 of death of the deceased individual, the name and address of the claim-  
44 ant, the basis of the claim, and a sworn affidavit under penalty of  
45 perjury as to the rights claimed. Claims registered under this registry  
46 and information regarding such successors in interest to the deceased  
47 individual's right of publicity shall be public records.

48 5. Upon receipt and after filing of any document pursuant to this  
49 section, the secretary shall post the document along with the entire  
50 registry of persons claiming to be successors in interest to the  
51 deceased individual's right of publicity or a registered licensee under  
52 this section upon an internet website developed by the secretary for  
53 such purpose. The secretary may reproduce by digital or other means any  
54 of the filings or documents and destroy the original filing or document.

1 6. The secretary is authorized to promulgate such regulations as he or  
2 she shall deem necessary to implement the provisions of subdivisions  
3 four and five of this section.

4 7. No action shall be brought under the provisions of this article  
5 pertaining to the right of publicity by reason of any use of a deceased  
6 individual's right of publicity occurring after the expiration of the  
7 duration of the right of publicity as provided in section fifty-g of  
8 this article. Furthermore, no action may be brought under the provisions  
9 of this article pertaining to the right of publicity for a violation of  
10 a deceased individual's right of publicity unless the claim is regis-  
11 tered. However, an action may be brought under the provisions of this  
12 article pertaining to the right of publicity for a violation of a  
13 deceased individual's right of publicity:

14 (a) for any violation that occurs prior to registration provided the  
15 claim is registered within six months following the individual's death;  
16 or

17 (b) for any subsequent publication, manufacturing, distribution, or  
18 sale or use in violation of a deceased individual's right of publicity  
19 once a claim has been registered.

20 8. If there is a right of publicity registration for a deceased indi-  
21 vidual, any person seeking to license the right of publicity for the  
22 individual shall have the right to rely upon such registration and post-  
23 ing and thereby presume that the person who has registered and posted  
24 his or her claim on the secretary's public internet website has the  
25 right to assign or license the deceased individual's right of publicity.  
26 The registration and posting of a person's claim to a deceased individ-  
27 ual's right of publicity on the secretary's public internet website  
28 shall constitute a defense to an action brought under the provisions of  
29 this article pertaining to the right of publicity.

30 9. Any person who knowingly makes a false or fraudulent representation  
31 in connection with a registration with the secretary to establish a  
32 claim to a deceased individual's right of publicity pursuant to this  
33 section shall be liable for any damages sustained as a result of the  
34 false or fraudulent registration as determined by a court of competent  
35 jurisdiction.

36 10. Any document filed with the secretary, whether such document is a  
37 reproduction or an original, may be destroyed by the secretary forty-  
38 seven years after the death of the individual whose right of publicity  
39 has been registered therein. The secretary shall remove any document  
40 registered and posted upon the public internet website upon showing of a  
41 court order from a court of competent jurisdiction that a person claim-  
42 ing to be a successor in interest to a deceased individual's right of  
43 publicity has wrongfully registered such claim.

44 § 50-i. No abrogation of rights and remedies. Nothing contained in the  
45 provisions of this article related to the right of publicity shall be  
46 deemed to abrogate or otherwise limit any rights or remedies otherwise  
47 conferred by federal or state law.

48 § 4. Section 51 of the civil rights law, as amended by chapter 674 of  
49 the laws of 1995, is amended to read as follows:

50 § 51. Action for injunction and for damages. 1. Applicability. The  
51 provisions of this article related to the right or privacy and the right  
52 of publicity apply to an act or event that occurs within New York.

53 2. Right of publicity exceptions. For purposes of the right of public-  
54 ity, consent for use of another individual's persona shall not be  
55 required, except as otherwise provided in subdivisions three and four of  
56 this section, when used in connection with the following:

1 (a) news, public affairs or sports broadcast, including the promotion  
2 of and advertising for a public affairs or sports broadcast, an account  
3 of public interest or a political campaign;

4 (b) in:

5 (i) a play, book, magazine, newspaper, musical composition, visual  
6 work, work of art, audiovisual work, radio or television program if it  
7 is fictional or nonfictional entertainment, or a dramatic, literary or  
8 musical work;

9 (ii) a work of political, public interest or newsworthy value includ-  
10 ing a comment, criticism, parody, satire or a transformative creation of  
11 a work of authorship; or

12 (iii) an advertisement or commercial announcement for any of the works  
13 described in paragraph (a) of this subdivision or this paragraph; or

14 (c) fundraising purposes by not-for-profit radio and television  
15 stations licensed by the federal communications commission of the United  
16 States, or by not-for-profit advocacy organizations if the use is for  
17 commentary or criticism;

18 (d) use of the right of publicity of a deceased individual where the  
19 licensee or successor in interest has failed to register and post a  
20 claim of right under section fifty-h of this article, with the exception  
21 of the safe harbor period listed in subdivision seven of section fifty-h  
22 of this article, until such time as a claim of right has been registered  
23 and posted as required under such section.

24 (e) Nothing in this section relating to the right of publicity shall  
25 be deemed to abrogate or otherwise limit other rights or exceptions  
26 otherwise conferred by state and federal case law interpretations as to  
27 the applicability of sections fifty and fifty-one of this article made  
28 prior to the effective date of the chapter of the laws of two thousand  
29 eighteen which amended this section.

30 3. Digital replica for purposes of trade in an expressive work. (a)  
31 Use of a digital replica, as defined in subdivision two of section fifty  
32 of this article, of an individual shall constitute a violation if done  
33 without the consent of the individual if the use is:

34 (i) in a scripted audiovisual or audio work, or in a live performance  
35 of a dramatic work, in a manner that is intended to create, and that  
36 does create, the clear impression that the individual represented by the  
37 digital replica is performing, the activity for which he or she is  
38 known, in the role of a fictional character; or

39 (ii) in a performance of a musical work, in a manner that is intended  
40 to create, and that does create, the clear impression that the individ-  
41 ual represented by the digital replica is performing, the activity for  
42 which he or she is known, in such musical work; or

43 (iii) in an audiovisual work, in a manner that is intended to create,  
44 and that does create, the clear impression that the athlete represented  
45 by the digital replica is engaging in an athletic activity for which he  
46 or she is known.

47 (b) Consent for the use of the digital replica of an individual as  
48 provided in the provisions of this article shall not be required if such  
49 use is:

50 (i) for purposes of parody, satire, commentary, or criticism;

51 (ii) in a work of political, public interest, or newsworthy value, or  
52 similar work, including a documentary, regardless of the degree of  
53 fictionalization in the work; or

54 (iii) de minimis or incidental.

55 4. Digital replica use in a pornographic work. Use of a digital  
56 replica of an individual shall constitute a violation if done without

1 the consent of the individual if the use is in an audiovisual porno-  
2 graphic work in a manner that is intended to create and that does create  
3 the impression that the individual represented by the digital replica is  
4 performing. Nothing in this section shall limit any other rights the  
5 individual may have against any party relating to such pornographic  
6 work.

7 5. Limited immunity. The owners or employees of any medium used for  
8 advertising including, but not limited to, newspapers, magazines, radio  
9 and television networks and stations, cable television systems, bill-  
10 boards, and transit advertising, who make unauthorized use of an indi-  
11 vidual's persona for the purpose of advertising or trade shall not be  
12 liable for such use under the provisions of this article unless it is  
13 established that such owner or employee had knowledge of the unauthor-  
14 ized use, through presence or inclusion, of the individual's persona in  
15 such advertisement or publication.

16 6. Action for injunction and for damages. Any person whose [~~name,~~  
17 ~~portrait, picture or voice~~] persona is used within this state for adver-  
18 tising purposes [~~or~~], for the purposes of trade without the written  
19 consent first obtained as [~~above~~] provided [~~may~~] in the provisions of  
20 this article is entitled to maintain an equitable action in the supreme  
21 court of this state against the person[~~, firm or corporation~~] so using  
22 his [~~name, portrait, picture or voice~~] or her persona, to prevent and  
23 restrain the use thereof; and may also sue and recover damages for any  
24 injuries sustained including an amount equal to the greater of seven  
25 hundred fifty dollars or compensatory damages by reason of such use and  
26 if the defendant shall have knowingly used such person's [~~name,~~  
27 ~~portrait, picture or voice~~] persona in such manner as is forbidden or  
28 declared to be unlawful by [~~section fifty~~] the provisions of this arti-  
29 cle relating to the right of privacy or the right of publicity, the  
30 [~~jury~~] finder of fact, in its discretion, may award exemplary damages.  
31 [~~But nothing~~] A violation of an individual's right of privacy or right  
32 of publicity may occur without regard to whether the use or activity is  
33 for profit or not-for-profit.

34 7. No defense. It shall not constitute a defense to an action for  
35 violation of an individual's right of privacy or right of publicity that  
36 such violation includes more than one individual.

37 8. Use and transfer. Nothing contained in this article shall be so  
38 construed as to prevent any [~~person, firm or corporation~~] individual or  
39 person from selling or otherwise transferring any material containing  
40 such [~~name, portrait, picture or voice~~] persona in whatever medium to  
41 any user of such [~~name, portrait, picture or voice~~] persona, or to any  
42 third party for sale or transfer directly or indirectly to such a user,  
43 for use in a manner lawful under this article[~~, nothing~~].

44 9. Photographers. Nothing contained in this article shall be so  
45 construed as to prevent any person[~~, firm or corporation,~~] practicing  
46 the profession of photography, from exhibiting [~~in or about his or its~~  
47 ~~establishment] or displaying, including in a gallery or on an online  
48 portfolio specimens of the work of such [~~establishment, unless the same~~  
49 ~~is continued by such person, firm or corporation after written notice~~  
50 ~~objecting thereto has been given by the person portrayed; and nothing]  
51 photographer, or from making specimens of the work available for licens-  
52 ing purposes in so far as the licensed use does not violate this arti-  
53 cle. A photographer shall not be liable if the use of the photograph was  
54 not authorized by the photographer.~~~~

55 10. Manufacturers, writers, composers and artists. Nothing contained  
56 in this article shall be so construed as to prevent any person[~~, firm or~~

1 ~~corporation~~] from using the [~~name, portrait, picture or voice of~~] perso-  
2 na owned by any manufacturer or dealer in connection with the goods,  
3 wares and merchandise manufactured, produced or dealt in by [~~him~~] the  
4 manufacturer which [~~he~~] has been sold or disposed of with such [~~name,~~  
5 ~~portrait, picture or voice~~] persona used in connection therewith; or  
6 from using the [~~name, portrait, picture or voice~~] persona of any author,  
7 composer or artist in connection with his or her literary, musical or  
8 artistic productions which he or she has sold or disposed of with such  
9 [~~name, portrait, picture or voice~~] persona used in connection therewith.

10 11. Copyright owners of a sound recording. Nothing contained in this  
11 section shall be construed to prohibit the copyright owner of a sound  
12 recording from disposing of, dealing in, licensing or selling that sound  
13 recording to any party, if the right to dispose of, deal in, license or  
14 sell such sound recording has been conferred by contract or other writ-  
15 ten document by such living person or the holder of such right. [~~Nothing~~  
16 ~~contained in the foregoing sentence shall be deemed to abrogate or~~  
17 ~~otherwise limit any rights or remedies otherwise conferred by federal~~  
18 ~~law or state law.~~]

19 12. Termination of post mortem right of publicity. Nothing in the  
20 provisions of this article pertaining to the right of publicity shall be  
21 construed as prohibiting the use of the deceased individual's right of  
22 publicity that occurs after the expiration of forty years following his  
23 or her death. Nor shall anything in the provisions of this article  
24 pertaining to the right of publicity be construed as creating liability  
25 or giving rise to any remedy for any actions or conduct involving the  
26 use of a deceased individual's right of publicity that occurred prior to  
27 the effective date of the chapter of the laws of two thousand eighteen  
28 which amended this section.

29 13. Statute of limitations. Actions brought under the provisions of  
30 this article pertaining to the right of publicity shall be commenced  
31 within one year of the date of discovery of the injury to the plaintiff  
32 or from the date through the exercise of due diligence such injury  
33 should have been discovered by the plaintiff, whichever is earlier.

34 § 5. The section heading and subdivision 3 of section 215 of the civil  
35 practice law and rules are amended to read as follows:

36 Actions to be commenced within one year: against sheriff, coroner or  
37 constable; for escape of prisoner; for assault, battery, false imprison-  
38 ment, malicious prosecution, libel or slander; for violation of right of  
39 privacy or the right of publicity; for penalty given to informer; on  
40 arbitration award.

41 3. an action to recover damages for assault, battery, false imprison-  
42 ment, malicious prosecution, libel, slander, false words causing special  
43 damages, or a violation of the right of privacy or the right of public-  
44 ity under [~~section fifty-one~~] article five of the civil rights law;

45 § 6. Severability clause. If any clause, sentence, paragraph, subdivi-  
46 sion, section or part of this act shall be adjudged by any court of  
47 competent jurisdiction to be invalid, such judgment shall not affect,  
48 impair, or invalidate the remainder thereof, but shall be confined in  
49 its operation to the clause, sentence, paragraph, subdivision, section  
50 or part thereof directly involved in the controversy in which such judg-  
51 ment shall have been rendered. It is hereby declared to be the intent of  
52 the legislature that this act would have been enacted even if such  
53 invalid provisions had not been included herein.

54 § 7. This act shall take effect on the one hundred eightieth day after  
55 it shall have become a law, and shall apply to all living individuals  
56 and deceased individuals who died on or after such date.