

# SENATE BILL No. 1556

November 3, 2010, Introduced by Senator KUIPERS and referred to the Committee on Judiciary.

A bill to create a statutory property right of publicity for certain individuals; to establish limits on the right of publicity; and to specify the consent required for certain uses of a protected right of publicity.

**THE PEOPLE OF THE STATE OF MICHIGAN ENACT:**

1       Sec. 1. This act shall be known and may be cited as the "right  
2 of publicity act".

3       Sec. 2. As used in this act, "right of publicity" means a  
4 property right in the name or likeness of an individual.

5       Sec. 3. An individual who is a public figure has a protected  
6 right of publicity. The name or likeness of an individual who is a  
7 public figure shall not be used for commercial profit during his or  
8 her lifetime or for a period of 50 years after the date of the

1 individual's death without the written consent of the individual or  
2 his or her successor in interest.