

Department of Planning and Budget
2026 General Assembly Session
State Fiscal Impact Statement

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ORIGINAL

Bill Number: HB581H1

Patron: Glass

Bill Title: Unauthorized use of name, portrait, etc., of any person; digital replica, civil liability.

Bill Summary: Expands the existing ability for any person to maintain a suit in equity, including the accompanying remedies available, for the unauthorized use of his name, portrait, or picture for advertising purposes or for purposes of trade to include the unauthorized use of his voice or likeness. The bill creates civil liability for a person who publishes, performs, distributes, transmits, or otherwise makes available to the public an individual's voice or likeness, with actual knowledge that the specific use of the voice or likeness was not authorized by the individual or, in the case of a minor, the minor's parent or legal guardian, or in the case of a deceased individual, the executor or administrator, heir, or devisee of such deceased individual as specified and with exceptions enumerated in the bill. The bill also extends the current statute of limitations for such civil suits from 20 years to 100 years after the death of such person. The provisions of the bill do not become effective unless reenacted by the 2027 Session of the General Assembly.

Budget Amendment Necessary: No

Items Impacted: N/A

Fiscal Summary: The bill includes a reenactment clause. Any fiscal impact is contingent upon reenactment by the 2027 General Assembly.

The impact to the court system is indeterminate at this time.

Public institutions of higher education may have indeterminate costs related to compliance and the civil liability.

Other: This fiscal impact statement is preliminary and based on feedback from agencies as of the date of publication.