

# A5088 • New Jersey

"AI Likeness Protection Act"; concerns distributing realistic representation of individual's image, likeness, or voice created using generative artificial intelligence.

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (May 14, 2026): Introduced, Referred to Assembly Science, Innovation and Technology Committee

## Summary

The AI Likeness Protection Act requires consent for distributing realistic representations of individuals created by generative AI, with defenses like labeling or satire exceptions.

## Business Impact

If you use generative AI to create content featuring individuals, you must obtain their consent before distribution or face civil penalties.

## Key Provisions

- Requires consent before distributing realistic representations of individuals created by GenAI.
- Defines 'generative artificial intelligence system' and 'realistic representation'.
- Allows individuals to bring civil actions for unauthorized use.
- Establishes defenses for defendants in civil actions, such as labeling or satire exceptions.
- Specifies penalties for unauthorized use, including damages and attorney's fees.
- Provides special provisions for minors regarding liability.

## Compliance Checklist

- Obtain consent from individuals before distributing their likeness created by GenAI. | Who: Individuals or entities using GenAI for content creation. | Penalty: Civil penalties up to \$1,000 per violation.
- Label content as GenAI-generated if applicable. | Who: Content creators using GenAI. | Penalty: Potential civil action if not labeled.

## Industries Affected

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Media Advertising Technology Entertainment

## Topics

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AI Transparency Comprehensive AI AI Likeness

## Bill Sponsors

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Name	Party	Role
Andrew Macurdy	D	Sponsor

## Related Bills

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- A5024 (NJ)

## Official Source

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<https://www.njleg.state.nj.us/bill-search/2026/A5088>

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