

A08882 • New York

Relates to the right of publicity; amends the definitions of "deceased performer", "deceased personality" and "digital replica" in relation to the right of publicity; relates to the use of a deceased performer's digital replica without authorization by the applicable right holder.

Introduced

Risk: Medium

Amendment

Last Action (Jun 17, 2025): substituted by s8391

Summary

This bill amends New York's right of publicity law, focusing on definitions related to deceased performers and digital replicas. Analysis is limited without full bill text.

Business Impact

If you use AI to create digital replicas of deceased performers, you must obtain authorization from the right holder by January 1, 2025, or face legal penalties.

Key Provisions

- Proposed amendments redefining 'deceased performer' and 'deceased personality'.
- Definition and regulation of 'digital replica' use.
- Rights related to digital replicas of deceased performers, pending full text for liability and exceptions.

Industries Affected

Entertainment

Technology

Media

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
Tony Simone	D	Sponsor
Catalina Cruz	D	Sponsor
Linda Rosenthal	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-06-17	Assembly Ways And Means Committee: Favorable refer	32	0	Passed
2025-06-17	Assembly Rules Committee: Favorable	30	0	Passed

Related Bills

- S08391 (NY)
- A08611 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A8882>

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