

HB4762 • Illinois

DIGITAL LIKENESS PROTECTION

Passed Both Chambers

Risk: Medium

Comprehensive

Last Action (Aug 09, 2024): Public Act 103-0830

Summary

HB4762 makes certain agreements involving digital replicas unenforceable if they lack specific descriptions of intended uses.

Business Impact

If you use digital replicas, ensure agreements specify intended uses immediately to avoid unenforceability.

Key Provisions

- Section 10(a)(2): Agreements must include a reasonably specific description of intended uses of digital replicas.
- Section 10(a)(3): Individuals must be represented by legal counsel or a labor union for agreements to be enforceable.
- Section 15: The Act applies to agreements entered into after the effective date.

Compliance Checklist

- Include specific descriptions of intended uses in agreements for digital replicas. | Who: Individuals and entities using digital replicas. | Penalty: Vague agreements may be deemed unenforceable.

Industries Affected

Technology

Entertainment

Marketing

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
Jennifer Gong-Gershowitz	D	Sponsor
Emanuel Welch	D	Sponsor
Hoan Huynh	D	Sponsor
Travis Weaver	R	Sponsor
Thaddeus Jones	D	Sponsor
Maurice West	D	Sponsor
Stephanie Kifowit	D	Sponsor
Sue Scherer	D	Sponsor
Jenn Ladisch Douglass	D	Sponsor
Michelle Mussman	D	Sponsor
Mary Edly-Allen	D	Sponsor
Adriane Johnson	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-05-24	Concurrence in House	115	0	Passed
2024-05-15	Third Reading in Senate	55	0	Passed
2024-04-18	Third Reading in House	108	0	Passed

Amendments

- House Amendment 001 — 2024-03-05 (Not Adopted)
- House Amendment 002 — 2024-04-05 (Not Adopted)
- House Amendment 003 — 2024-04-10 (Not Adopted)
- Senate Amendment 001 — 2024-04-30 (Not Adopted)

Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=4762&GAID;=17&DocTypeID;=HB&SessionID;=112&GA;=103>

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