

HB4875 • Illinois

PUBLICITY ACT-USE OF AI

Passed Both Chambers

Risk: Medium

Amendment

Last Action (Aug 09, 2024): Public Act 103-0836

Summary

Amends the Right of Publicity Act to define AI terms and expand enforcement rights for recording artists.

Business Impact

If you use AI for digital replicas, ensure compliance or face liability.

Key Provisions

- Defines 'artificial intelligence' and 'generative artificial intelligence' (Sec. 5).
- Grants additional enforcement rights to recording artists (Sec. 20).
- Establishes liability for facilitating violations (Sec. 30).
- Updates definitions of 'commercial purpose' and 'identity' (Sec. 5).

Compliance Checklist

- Review and update AI usage policies to comply with new definitions. | Who: Businesses using AI in publicity contexts. | Penalty: Potential legal liability for violations.
- Ensure AI applications do not facilitate publicity rights violations. | Who: AI developers and users in media. | Penalty: Liability for facilitating violations.

Industries Affected

Media

Technology

Entertainment

Topics

Bill Sponsors

Name	Party	Role
Jennifer Gong-Gershowitz	D	Sponsor
Daniel Didech	D	Sponsor
Jawaharial Williams	D	Sponsor
Sharon Chung	D	Sponsor
Jehan Gordon-Booth	D	Sponsor
Terra Costa Howard	D	Sponsor
Jenn Ladisch Douglass	D	Sponsor
Kambium Buckner	D	Sponsor
Harry Benton	D	Sponsor
Marcus Evans	D	Sponsor
Cyril Nichols	D	Sponsor
Abdelnasser Rashid	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-05-24	Concurrence in House	112	0	Passed
2024-05-17	Third Reading in Senate	58	0	Passed
2024-04-18	Third Reading in House	79	24	Passed

Amendments

- House Amendment 001 — 2024-03-05 (Not Adopted)
- House Amendment 002 — 2024-04-05 (Not Adopted)
- Senate Amendment 001 — 2024-05-01 (Not Adopted)
- Senate Amendment 002 — 2024-05-03 (Not Adopted)
- Senate Amendment 003 — 2024-05-14 (Not Adopted)

Related Bills

- SB3325 (IL)

Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=4875&GAID;=17&DocTypeID;=HB&SessionID;=112&GA;=103>

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