

# HB5594 • Illinois

## PROTECT IMAGE-VOICE-LOOKS

Introduced

Risk: High

Comprehensive

Last Action (Apr 05, 2024): Rule 19(a) / Re-referred to Rules Committee

### Summary

The NO FAKES Act allows civil actions for unauthorized use of digital replicas of individuals' likenesses, with specified damages.

### Business Impact

If you use AI to create digital replicas, ensure consent or face lawsuits and damages.

### Key Provisions

- Section 5: Defines 'digital replica' and establishes rights to authorize use.
- Section 5(b): Details the right to authorize digital replicas as a property right.
- Section 5(c): Establishes liability for unauthorized use of digital replicas.
- Section 5(d): Allows civil actions with a three-year statute of limitations.
- Section 5(e): Clarifies that the Act does not preempt other legal rights.

### Compliance Checklist

- Obtain consent from individuals before using their digital replicas. | Who: Businesses and creators using digital replicas. | Penalty: At least \$5,000 per violation.
- Review and update contracts with sound recording artists regarding digital likeness rights. | Who: Music and entertainment companies. | Penalty: Potential damages and legal fees.

### Industries Affected

Media

Technology

Entertainment

### Topics

## Bill Sponsors

Name	Party	Role
Hoan Huynh	D	Sponsor
Abdelnasser Rashid	D	Sponsor
Kevin Olickal	D	Sponsor
Norma Hernandez	D	Sponsor

## Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=5594&GAID;=17&DocTypeID;=HB&SessionID;=112&GA;=103>

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