

# HB1504 • Mississippi

Mississippians' Right to Name, Likeness and Voice Act; enact.

Dead

Risk: High

Comprehensive

Last Action (Feb 03, 2026): Died In Committee

## Summary

MS HB1504: Mississippians' Right to Name, Likeness and Voice Act

## Business Impact

If you use AI to generate content featuring individuals' likenesses, you must obtain consent by July 1, 2024, or face legal penalties.

## Key Provisions

- Establishes property rights in name, likeness, and voice for individuals.
- Imposes liability for unauthorized use of an individual's likeness or voice.
- Provides a First Amendment defense in civil actions.
- Clarifies the relationship of this Act to other laws and protections.

## Compliance Checklist

- Obtain written consent for the commercial use of an individual's name, likeness, or voice. | Who: Businesses and individuals using likenesses for commercial purposes. | Penalty: Liability for damages and potential injunctive relief.
- Ensure compliance with the conditions for agreements involving digital depictions or voice replicas. | Who: Entities producing digital representations. | Penalty: Invalid agreements may lead to liability for unauthorized use.

## Industries Affected

Technology

Entertainment

General

Advertising

# Topics

AI Likeness

## Bill Sponsors

Name	Party	Role
Clarke		Primary
Eubanks		Primary
Hopkins		Cosponsor
Byrd		Primary
Carpenter		Cosponsor
Miles		Primary
Powell		Primary
Harness		Primary
Hurst		Primary
Clark		Primary

## Related Bills

- SB2046 (MS)

## Official Source

<https://billstatus.ls.state.ms.us/2026/pdf/history/HB/HB1504.xml>

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