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# A BILL FOR AN ACT

RELATING TO PUBLICITY RIGHTS NAMES AS DISTINGUISHED FROM TRADE  
NAMES AND SPECIFYING REGISTRATION PROCEDURES FOR PUBLICITY  
RIGHTS NAMES BY AMENDING CHAPTER 482P.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The purpose of this Act is to delete the word  
2 "trade" from the term "publicity rights trade name" to  
3 distinguish trade names and trademarks from the property rights  
4 in names and personalities to be protected by the registration  
5 procedures established by the department of commerce and  
6 consumer affairs under chapter 482P, Hawaii Revised Statutes,  
7 and to give the department of commerce and consumer affairs  
8 discretion to implement the law in a manner that complies with  
9 the law's legislative intent and that is both timely and  
10 reasonable given available resources.

11           SECTION 2. Chapter 482P, Hawaii Revised Statutes, is  
12 amended by adding a new section to be appropriately designated  
13 and to read as follows:

14           "§482P-     Recording, issuance, and effect of certificate.

15           (a) Any person desiring to register a publicity rights name may  
16           obtain a certificate of registration of the publicity rights  
17           name as provided in this section. The director shall have the



1 power reasonably necessary to perform the duties required of the  
2 director under this section, and to administer the section  
3 efficiently.

4 (b) To receive a certificate of registration of a  
5 publicity rights name, a person shall file in the office of the  
6 director an application for registration. The application for  
7 registration shall include a publicity rights name that consists  
8 of the assigning individual or personality's full legal name.  
9 The application for registration form shall include other  
10 information as prescribed by the director.

11 (c) Upon filing the application form, the applicant shall  
12 pay to the director a fee of \$50. A special handling fee of \$20  
13 for expediting registration of a publicity rights name shall be  
14 assessed by the director. All fees and special handling fees  
15 shall be credited to the compliance resolution fund established  
16 under section 26-9(o).

17 (d) Upon receiving the application form accompanied by the  
18 fee, the director shall cause the publicity rights name to be  
19 recorded and shall issue a certificate of registration to the  
20 applicant.

21 (e) The term of registration of a publicity rights name  
22 shall be five years beginning from the date of registration.



1 The registration may be renewed for additional five-year periods  
2 by filing a renewal application within six months prior to the  
3 expiration of each current term and complying with the renewal  
4 requirements prescribed by the director.

5 (f) If a document delivered to the director for filing  
6 satisfies the requirements of this section, the director shall  
7 file it.

8 (g) The director shall file a document by stamping or  
9 otherwise endorsing the document, including the date and time of  
10 receipt.

11 (h) If the director refuses to file a document, the  
12 director shall return it to the applicant or the applicant's  
13 representative together with a brief, written statement of the  
14 reason for the director's refusal.

15 (i) The director's duty to file documents under this  
16 section is ministerial. The director's filing or refusing to  
17 file a document shall not:

18 (1) Affect the validity or invalidity of the document in  
19 whole or in part;

20 (2) Relate to the correctness or incorrectness of  
21 information contained in the document; or



1        (3) Create a presumption that the document is valid or  
2        invalid, or that information contained in the document  
3        is correct or incorrect.

4        Disputes between applicants with respect to a registered  
5        publicity rights name shall be determined by a court of  
6        competent jurisdiction."

7        SECTION 3. Section 482P-1, Hawaii Revised Statutes, is  
8        amended as follows:

9        1. By adding a new definition to be appropriately inserted  
10       and to read:

11       "Director" means the director of commerce and consumer  
12       affairs."

13       2. By amending the definition of "publicity rights trade  
14       name registration" to read:

15       "Publicity rights [trade] name registration" means a  
16       registration with the department of commerce and consumer  
17       affairs [of a trade name under chapter 482, using the  
18       department's procedures for trade name registration, wherein the  
19       trade name shall consist of the assigning individual or  
20       personality's full legal name and the words "publicity rights",  
21       preferably in all capital letters In administering publicity



1 ~~rights trade name registrations under this chapter, the~~  
2 ~~department shall be exempt from:~~

- 3       ~~(1) Any liability in excess of that which the department~~  
4           ~~would have for a trade name registration, other than a~~  
5           ~~"publicity rights trade name registration";~~
- 6       ~~(2) Any duty to decide between competing registrants or~~  
7           ~~the rights established by registration; and~~
- 8       ~~(3) Any duty to construe the meaning of any provision of~~  
9           ~~this chapter;~~

10 ~~provided that the duties under paragraphs (2) and (3) shall be~~  
11 ~~duties of the courts of competent jurisdiction.] in the manner~~  
12 ~~provided under this chapter.~~"

13       SECTION 4. Section 482P-8, Hawaii Revised Statutes, is  
14 amended to read as follows:

15       "~~[+]~~ §482P-8 ~~[+]~~ Procedure for identifying transferees,  
16 licensees, or assignees; requirement to seek damages or relief.

17       (a) An assignee or transferee of publicity rights shall have  
18 the right to make a publicity rights ~~[trade]~~ name registration.

19 ~~[To obtain the benefit of the protection of this section, the~~  
20 ~~assignee or transferee shall keep the publicity rights trade~~  
21 ~~name registration in force and shall diligently maintain the~~



1 ~~accuracy of the information in the publicity rights trade name~~  
2 ~~registration.]~~

3 (b) Publicity rights of a deceased person that were not  
4 previously assigned or transferred shall be part of the deceased  
5 person's estate and shall be administered by the personal  
6 representative of the deceased person as personal property of  
7 the deceased person. On or before closing of probate of a  
8 deceased person's estate, the publicity rights of the deceased  
9 person shall vest in the transferees of the personal property of  
10 the estate in conformity with the deceased person's will or  
11 probate order. If publicity rights are not expressly addressed  
12 by the terms of the will or a probate order, and if a publicity  
13 rights [~~trade~~] name registration is not in effect at the time of  
14 the relevant assignment or license, after probate closes, any  
15 one of the transferees of the personal property of the deceased  
16 person's estate shall have the right to assign or license the  
17 publicity rights of the deceased person, and a valid license  
18 from any of the transferees of the personal property of the  
19 deceased person's estate shall constitute a complete defense to  
20 any infringement action under this section.

21 (c) Any person seeking to license publicity rights from a  
22 living person shall have the right to presume that a living



1 individual or personality has the right to assign or license the  
2 individual's or personality's publicity rights unless there is a  
3 publicity rights [~~trade~~] name registration for that individual  
4 or personality. If there is a publicity rights [~~trade~~] name  
5 registration for that individual or personality, the person  
6 seeking to license publicity rights shall inform the living  
7 person in writing that an assignment or license shall be sought  
8 from the holder of the publicity rights [~~trade~~] name  
9 registration before entering into the assignment or license.

10 (d) If there is a publicity rights [~~trade~~] name  
11 registration for a given individual or personality, any person  
12 seeking to license publicity rights for that individual or  
13 personality shall have the right to presume that the holder of  
14 the publicity rights [~~trade~~] name registration has the right to  
15 assign or license the individual's or personality's publicity  
16 rights and a valid license from the registered holder of the  
17 publicity rights [~~trade~~] name registration shall constitute a  
18 complete defense to any infringement action under this  
19 section[-]; provided that the assignee or transferee has kept  
20 the publicity rights name registration active and in force and  
21 maintained the accuracy of the information in the publicity  
22 rights name registration filing.



1           (e) A person commits an offense if the person signs,  
2 manually or via electronic means, a document the person knows is  
3 false in any material respect with the intent that the document  
4 be delivered or transmitted to the director [~~of commerce and~~  
5 ~~consumer affairs~~] in connection with a publicity rights [~~trade~~]  
6 name registration under this section. An offense under this  
7 subsection shall be a class C felony and may carry a fine not to  
8 exceed \$10,000.

9           (f) A person commits a misdemeanor if the person  
10 negligently and without intent to defraud signs, manually or via  
11 electronic means, a document that is false in any material  
12 respect with intent that the document be delivered or  
13 transmitted to the director [~~of commerce and consumer affairs~~]  
14 in connection with a publicity rights [~~trade~~] name registration  
15 under this section. Commission of a misdemeanor under this  
16 subsection may carry a fine not to exceed \$2,000.

17           (g) Any person who knowingly makes a false or fraudulent  
18 representation or declaration in connection with a publicity  
19 rights [~~trade~~] name registration pursuant to this section shall  
20 be liable for all damages sustained as a result of the false or  
21 fraudulent publicity rights [~~trade~~] name registration as  
22 determined by a court of competent jurisdiction."





1 SECTION 5. Statutory material to be repealed is bracketed  
2 and stricken. New statutory material is underscored.

3 SECTION 6. This Act shall take effect on July 1, 2112.



**Report Title:**  
Publicity Rights

**Description:**

Renames "publicity rights trade name registration" as "publicity rights name registration" under Chapter 482P, Hawaii Revised Statutes. Gives the Department of Commerce and Consumer Affairs discretion to implement the law in a manner that complies with the law's legislative intent. Effective July 1, 2112. (SB2775 HD1)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

