

Honorable Scott K. Saiki  
Speaker, House of Representatives  
Thirty-First State Legislature  
Regular Session of 2021  
State of Hawaii  
Sir:

Your Committee on Economic Development, to which was referred S.B. No. 714, S.D. 1, entitled:  
"A BILL FOR AN ACT RELATING TO PUBLICITY RIGHTS,"

begs leave to report as follows:

The purpose of this measure is to clarify that the right of publicity includes the rights of individuals who died prior to the enactment of the Hawaii Publicity Rights Act.

Your Committee received testimony in support of this measure from SAG-AFTRA Hawaii Local; Louis Armstrong Educational Foundation, Inc.; and eleven individuals.

Your Committee finds that the Hawaii Publicity Rights Act was enacted on July 15, 2009, to recognize the existence of the right of publicity, which is a property right in the commercial use of one's name, voice, signature, likeness, and other commercially valuable attributes. This measure ensures that the Hawaii Publicity Rights Act applies retroactively to protect the publicity rights of all persons, living and dead, including those who predeceased the enactment of the Hawaii Publicity Rights Act.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Economic Development that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 714, S.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 714, S.D. 1, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on behalf of the members of the Committee on  
Economic Development,

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SEAN QUINLAN, Chair