

Intellectual Property Tracker

March 2026

Digital likeness and voice, trade secrets, and talent mobility.

This month in numbers

Measure	Bills
Matched to this Tracker	137
New this month	4
Moved a stage	18
Passed a chamber	12
Enacted	3
Vetoed	1

Where it happened

State	Bills that moved
HI	4
CA	3
UT	2
VA	2
WA	2
WI	2

State	Bills that moved
NY	1
SC	1
TN	1

The month in brief

March 2026 brought steady movement on intellectual property legislation, with 18 bills changing stage across eight states. Hawaii led with four bills advancing, followed by California with three and clusters of two each in Utah, Virginia, Washington, and Wisconsin. Three bills were enacted: Washington signed measures on noncompetition agreements and forged digital likenesses, while Utah enacted identity protection modifications. Virginia sent companion bills on unauthorized use of voice or likeness to the governor after both passed their full legislative process, and South Carolina's governor vetoed a bill on athlete name, image, and likeness compensation.

What moved this month

Vetoed

State	Bill	Title	Current status	Action
SC	H 4902	Intercollegiate Athletes' Compensation for Name, Image, or Likeness	■ Enacted	11 March 2026
Compensation framework for intercollegiate athletes' name, image, or likeness rights. Vetoed by the governor.				

Enacted

State	Bill	Title	Current status	Action
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UT [SB 256](#) Identity Protection Modifications  Signed 26 March 2026
Modifies provisions governing identity protection. Signed into law.

WA [HB 1155](#) Prohibiting noncompetition agreements and clarifying nonsolicitation agreements.

Companion: WA SB 5437

Prohibits noncompetition agreements and clarifies rules for nonsolicitation agreements. Signed into law.

WA [SB 5886](#) Concerning forged digital likenesses.  Enacted 16 March 2026

Addresses forged digital likenesses. Signed into law.

Passed both chambers

State	Bill	Title	Current status	Action
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VA [HB 581](#) Unauthorized use of voice or likeness; punitive damages, statute of limitations.  Signed 31 March 2026

Concerns punitive damages and statute of limitations for unauthorized use of voice or likeness. Passed both chambers.

VA [SB 753](#) Unauthorized use of voice or likeness; punitive damages, statute of limitations.  Signed 31 March 2026

Concerns punitive damages and statute of limitations for unauthorized use of voice or likeness. Passed both chambers.

Passed one chamber

State	Bill	Title	Current status	Action
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HI [HB 1682](#) RELATING TO THE DISCLOSURE OF INTIMATE IMAGES.  Enacted 10 March 2026

Addresses disclosure of intimate images. Passed one chamber.

State	Bill	Title	Current status	Action
HI	<u>HB 2137</u>	RELATING TO ARTIFICIAL INTELLIGENCE.	■ Enacted	10 March 2026
Concerns artificial intelligence. Passed one chamber.				
WI	<u>AB 1034</u>	Relating to: name, image, and likeness rights for University of Wisconsin System student athletes; maintenance costs for University of Wisconsin–Madison intercollegiate athletic facilities; and making an appropriation. (FE) Companion: WI SB 1075	■ Enacted	17 March 2026
Establishes name, image, and likeness rights for UW System student athletes and addresses athletic facility costs. Passed one chamber.				
WI	<u>AB 884</u>	Relating to: who may purchase certain contractual services and technical changes to tax provisions related to qualified retirement plans and the film production services credit. Companion: WI SB 880	■ Enacted	17 March 2026
Covers contractual services purchasing and technical changes to tax provisions including film production services credit. Passed one chamber.				
HI	<u>HB 2384</u>	RELATING TO STUDENT-ATHLETE COMPENSATION.	■ Passed chamber	5 March 2026
Addresses student-athlete compensation. Passed one chamber.				
HI	<u>SB 3263</u>	RELATING TO THE UNIVERSITY OF HAWAII.	■ Passed chamber	10 March 2026
Concerns the University of Hawaii. Passed one chamber.				
NY	<u>S 205</u>	Relates to a threat to share an intimate image Companion: NY A 2226	■ Passed chamber	9 March 2026
Addresses threats to share intimate images. Passed one chamber.				

Reported out of committee

State	Bill	Title	Current status	Action
TN	<u>HB 2272</u>	Alcoholic Beverages - As enacted, changes present law concerning common ownership of entities involved in the alcoholic beverages industry. - Amends TCA Title 57. Companion: TN SB 2163	■ Signed	25 March 2026
Revises common ownership rules for entities in the alcoholic beverages industry. Reported out of committee.				
CA	<u>SB 1142</u>	Digital Dignity Act.	■ Passed committee	23 March 2026
The Digital Dignity Act. Reported out of committee with amendments.				
CA	<u>SB 1146</u>	Advertisement claims: health-related consumer products and services: digital replicas and synthetic performers.	■ Passed chamber	25 March 2026
Regulates advertisement claims for health products and services involving digital replicas and synthetic performers. Reported out of committee.				
UT	<u>HB 346</u>	Sexual Abuse of a Child Amendments	■ Passed chamber	2 March 2026
Amends provisions on sexual abuse of a child. Reported out of committee.				
CA	<u>SB 1111</u>	Digital replicas.	Dead	23 March 2026
Concerns digital replicas. Reported out of committee with amendments.				

New and notable

State	Bill	Title	Current status
GA	<u>HB 1603</u>	Georgia Entertainment Artificial Intelligence Accountability and Performer Protection Act; enact	■ In committee
KY	<u>HB 813</u>	AN ACT relating to contracts.	■ In committee

State	Bill	Title	Current status
MN	HF 4078	Cause of action established for misappropriation of an individual's name, likeness, or voice.	■ In committee
SC	H 5420	SC Citizens Participation Act	■ In committee

Regulatory Watch

Open for comment

Type	Document	Date
Proposed Rule	Publication or Submission of Quotations Without Specified Information Securities and Exchange Commission Proposes amendments to information gathering requirements for brokers and dealers regarding securities quotations; not substantively about IP.	Comments close 18 May 2026

Also published

Type	Document	Date
Rule	Application of the Federal Securities Laws to Certain Types of Crypto Assets and Certain Transactions Involving Crypto Assets Commodity Futures Trading Commission, Securities and Exchange Commission SEC and CFTC guidance on crypto assets; may touch on digital asset identification and classification but does not address IP rights, publicity, trade secrets, or restrictive covenants as described in	Effective 23 March 2026

Watchlist for next month

State	Bill	Title	Current status
CA	SB 1142	Digital Dignity Act.	■ Passed committee
CA	SB 1146	Advertisement claims: health-related consumer products and services: digital replicas and synthetic performers.	■ Passed chamber
HI	HB 2384	RELATING TO STUDENT-ATHLETE COMPENSATION.	■ Passed chamber
HI	SB 3263	RELATING TO THE UNIVERSITY OF HAWAII.	■ Passed chamber
NY	S 205	Relates to a threat to share an intimate image Companion: NY A 2226	■ Passed chamber
UT	HB 346	Sexual Abuse of a Child Amendments	■ Passed chamber

Every matched bill

State	Bill	Title	Current status	Last action
AK	HB 240	An Act requiring school districts to adopt a digital harassment and nonconsensual digital impersonation policy; and providing for an effective date.	■ In committee	16 March 2026
AL	HB 240	Income Tax; to exempt compensation earned by a student athlete for the use of their name, image, or likeness from income tax	In committee	11 February 2025
AL	HB 327	Consumer protection; production of digital replicas of voice or visual likenesses,	In committee	19 February 2026

State	Bill	Title	Current status	Last action
		prohibited for commercial use unless licensed, procedures established, private right of action authorized		
AL	HB 340	High School athletics, right to compensation for name, image, and likeness	In committee	27 January 2026
AL	HB 489	High school athletics, student athletes permitted to receive compensation for name, image, or likeness, subject to restrictions	In committee	1 April 2025
AL	SB 253	Entertainment Industry Incentive Act of 2009 amended, create additional incentive program, extend review and evaluation deadline	■ Passed chamber	25 February 2026
AR	HB 1071	TO AMEND THE FRANK BROYLES PUBLICITY RIGHTS PROTECTION ACT OF 2016; AND TO PROVIDE PROTECTIONS FOR AN INDIVIDUAL WHOSE PHOTOGRAPH, VOICE, OR LIKENESS IS REPRODUCED THROUGH MEANS OF ARTIFICIAL INTELLIGENCE AND USED COMMERCIALY.	■ Signed	26 February 2025
AZ	SB 1615	student athletes; employment status; restrictions	■ Signed	7 May 2025
CA	AB 2416	Privacy: use of a person's name, voice, signature, photograph, or likeness.	Introduced	21 February 2026
CA	SB 11	Artificial intelligence technology.	■ Vetoed	2 March 2026

State	Bill	Title	Current status	Last action
CA	<u>SB 1111</u>	Digital replicas.	Dead	13 August 2026
CA	<u>SB 1142</u>	Digital Dignity Act.	■ Passed committee	14 May 2026
CA	<u>SB 1146</u>	Advertisement claims: health-related consumer products and services: digital replicas and synthetic performers.	■ Passed chamber	13 August 2026
CA	<u>SB 683</u>	Privacy: use of a person's name, voice, signature, photograph, or likeness: injunctive relief.	■ Enacted	10 October 2025
CO	<u>HB 25 - 1041</u> [†]	Student Athlete Name Image or Likeness	■ Signed	28 March 2025
CT	<u>SB 208</u> [†]	AN ACT PROHIBITING THE UNAUTHORIZED DISSEMINATION OF SYNTHETIC INTIMATE IMAGES OF ANOTHER PERSON.	In committee	8 January 2025
FL	<u>HB 1395</u>	Artificial Intelligence	Dead	13 March 2026
FL	<u>HB 981</u>	Athlete Representation and Compensation	Dead	16 June 2025
GA	<u>HB 1399</u>	Georgia Likeness, Expression, Generative AI, and Commercial Yield (LEGACY) Act; enact	In committee	24 February 2026
GA	<u>HB 1603</u>	Georgia Entertainment Artificial Intelligence Accountability and Performer Protection Act; enact	■ In committee	31 March 2026

State	Bill	Title	Current status	Last action
GA	<u>HB 214</u>	Evidence; creative and artistic expression evidence is inadmissible at trial; provide	In committee	4 February 2025
GA	<u>HB 418</u>	Georgia Child Performer Empowerment and Protection Act; enact	In committee	18 February 2025
GA	<u>HB 566</u>	NO FAKES Act of 2025; enact	■ Passed committee	25 February 2026
GA	<u>SB 354</u>	Torts; cause of action for appropriating an individual's indicia of identity; provide	In committee	25 March 2025
HI	<u>HB 1682</u>	RELATING TO THE DISCLOSURE OF INTIMATE IMAGES.	■ Enacted	7 July 2026
HI	<u>HB 2137</u>	RELATING TO ARTIFICIAL INTELLIGENCE.	■ Enacted	14 July 2026
HI	<u>HB 2384</u>	RELATING TO STUDENT-ATHLETE COMPENSATION.	■ Passed chamber	10 March 2026
HI	<u>HB 2607</u> [†]	RELATING TO PUBLICITY RIGHTS.	In committee	6 February 2026
HI	<u>SB 2076</u>	RELATING TO PUBLICITY RIGHTS.	■ Passed chamber	6 February 2026
HI	<u>SB 3263</u>	RELATING TO THE UNIVERSITY OF HAWAII.	■ Passed chamber	8 May 2026
IA	<u>HF 628</u>	A bill for an act relating to compensation and name, image, and likeness rights of student athletes at postsecondary educational institutions, providing remedies, and including applicability provisions.	In committee	5 March 2025

State	Bill	Title	Current status	Last action
ID	<u>H 486</u>	COVENANTS NOT TO COMPETE – Repeals and adds to existing law to provide that covenants not to compete shall be void and unenforceable except in certain situations.	Introduced	3 April 2025
IL	<u>HB 3178</u>	DIGITAL PROTECT- USE OF REPLICA	■ Enacted	15 August 2025
IL	<u>HB 3303</u>	ELEC CD- DECEPTIVE MATERIAL	■ In committee	27 March 2026
IL	<u>HB 4445</u>	FOIA- COMMERCIAL BODY CAMERA	■ In committee	27 March 2026
IN	<u>SB 507+</u>	Sexual assault victims' rights.	In committee	16 January 2025
KS	<u>HB 2772+</u>	Enacting the Kansas age-appropriate design code act to require businesses to assess and mitigate risks of compulsive use in minors; enacting the Kansas stopping likeness abuse by nonconsensual digital replicas act to create a private right of action for the unauthorized digital replication and distribution of individuals' digital likenesses; enacting the Kansas saving human connection act to prohibit deceptive practices and ensure transparency in chatbot interactions.	Dead	10 April 2026

State	Bill	Title	Current status	Last action
KS	<u>SB 141</u> [†]	Enacting the right to speak your truth act to prohibit defamation actions in certain circumstances.	Dead	10 April 2026
KS	<u>SB 499</u>	Enacting the Kansas age-appropriate design code act to require businesses to assess and mitigate risks of compulsive use in minors, enacting the Kansas stopping likeness abuse by nonconsensual digital replicas act to create a private right of action for the unauthorized digital replication and distribution of individuals' digital likenesses and enacting the Kansas saving human connection act to prohibit deceptive practices and ensure transparency in chatbot interactions.	Dead	10 April 2026
KY	<u>HB 21</u>	AN ACT relating to privacy protection.	In committee	4 February 2025
KY	<u>HB 318</u>	AN ACT relating to property rights in name, voice, and likeness.	In committee	20 January 2026
KY	<u>HB 690</u>	AN ACT relating to contracts.	In committee	26 February 2025
KY	<u>HB 813</u>	AN ACT relating to contracts.	■ In committee	9 March 2026
KY	<u>SB 7</u>	AN ACT relating to property rights to the use of an individual's image.	■ Passed chamber	6 March 2025

State	Bill	Title	Current status	Last action
LA	HB 157	TRADEMARKS/TRADE NAMES: Establishes a cause of action for misuse of artificial intelligence	■ In committee	9 March 2026
LA	HB 734	COMMERCE: Creates a consumer bill of rights regarding artificial intelligence	■ In committee	30 March 2026
MA	H 1614	An Act relative to stop fraudulent representation of business against performers Companion: MA HD 1389	■ In committee	26 March 2026
MA	H 1615	An Act preventing an individual's image and voice from exploitation Companion: MA HD 3987	■ In committee	26 March 2026
MA	H 1751	An Act concerning a right of publicity Companion: MA HD 3026	■ In committee	26 March 2026
MA	H 1930	An Act empowering student-athletes through NIL rights Companion: MA HD 1789	■ In committee	26 March 2026
MA	H 2170	An Act relating to protecting the interests of minor children featured on for-profit family vlogs Companion: MA S 144, MA SD 1722	■ Passed committee	22 December 2025
MA	H 4832	An Act relative to the contracting of digital replicas	■ Passed committee	20 January 2026
MA	H 74	An Act relative to the contracting of digital replicas Companion: MA HD 3986	In committee	24 December 2025

State	Bill	Title	Current status	Last action
MD	<u>HB 1331</u>	Consumer Protection - Artificial Intelligence	In committee	7 February 2025
MD	<u>HB 1407</u>	Commercial Law - Voice and Visual Likeness - Digital Replication Rights (Nurture Originals, Foster Art, and Keep Entertainment Safe Act - NO FAKES Act) Companion: MD SB 1025	In committee	7 February 2025
MD	<u>HB 955</u>	Forged Digital Likenesses - Distribution - Prohibition Companion: MD SB 362	Dead	17 February 2025
ME	<u>LD 732</u>	An Act To Prohibit Copyrights For Works Of State Government	Dead	28 May 2025
MI	<u>HB 6150</u> ⁺	Trade: business regulation; use of an individual's name, likeness, voice, or image for purposes of trade; prohibit under certain circumstances. Creates new act.	■ In committee	1 July 2026
MN	<u>HF 4078</u>	Cause of action established for misappropriation of an individual's name, likeness, or voice.	■ In committee	9 March 2026
MO	<u>HB 1040</u>	Establishes provisions relating to the admissibility of evidence of a defendant's creative or artistic expression Companion: MO HB 1389	■ Passed committee	1 April 2025
MO	<u>HB 2677</u>	Establishes provisions relating to the admissibility of a defendant's creative or artistic expression as evidence	■ In committee	15 May 2026

State	Bill	Title	Current status	Last action
MO	<u>HB 2862</u>	Prohibits digital impersonation of a person and provides for injunctive relief	■ Passed committee	26 February 2026
MO	<u>SB 1506</u>	SB 1506 - This act establishes the offense of generating, soliciting, or promoting or possessing with the intent to promote an altered sexual depiction, as defined in the act, of an identifiable person. A person commits such offense if the person: • Generates any altered sexual depiction of an identifiable person without the person's consent; • Solicits any altered sexual depiction of an identifiable person without the person's consent and knows or reasonable should know that the depiction is an altered sexual depiction; - or • Willfully and maliciously promotes, or possesses with the intent to maliciously promote, any altered sexual depiction of an identifiable person without the person's consent and knows or reasonably should know that the depiction is an altered sexual depiction. A violation of this act is committed within Missouri if any conduct that is an element of the offense, or any harm to the depicted person resulting from the offense, occurs within Missouri. The offense shall be a class C felony. Each act shall constitute a separate offense.	In committee	5 February 2026

State	Bill	Title	Current status	Last action
		Furthermore, a disclaimer that a depicted individual did not consent to the generation or promotion of the material or that the depicted individual did not perform the actions portrayed shall not be a defense. This act additionally provides that an aggrieved person may bring a civil action against a person who generates or who, with knowledge that a visual depiction is an altered sexual depiction, willfully and maliciously promotes, or possesses with the intent to maliciously promote, any altered sexual depiction of a depicted individual without the person's consent. A person may be entitled to injunctive relief, attorney's fees and costs, and monetary damages of \$10,000 or actual damages, whichever is greater. This act defines a covered platform as a website, online service, online application, or mobile application that serves the public and that primarily provides a forum for user-generated content or for which in the regular course of business the entity publishes, curates, hosts, or makes available nonconsensual altered sexual depictions. Covered platforms shall not include an information or telecommunications service, email, and certain online		

State	Bill	Title	Current status	Last action
		services, applications, or websites that consist primarily of content that is not user generated but preselected by the provider and for which any chat, comment, or interactive functionality is incidental to, directly related to, or dependent on the provision of the content. No later than December 31, 2026, covered platforms shall establish a process where an identifiable person or an authorized person for such identifiable person may notify the covered platform of an altered sexual depiction published on the covered platform. The identifiable person or authorized person may submit a written request, as provided in the act, that the covered platform remove such altered sexual depiction. No later than 48 hours after receiving such request, a covered platform shall remove the altered sexual depiction and make reasonable efforts to identify and remove any known identical copies of such altered sexual depiction. Additionally, covered platforms shall provide a notice of the notification and removal process. Failure to comply with the notice and removal requirements of this act shall be an unlawful practice under Missouri Merchandising Practices Act.		

State	Bill	Title	Current status	Last action
		However, a covered platform shall not be liable for any claim based on the covered platform's good faith removal of or access to the nonconsensual altered sexual depiction based on facts or circumstances from which the publishing of an altered sexual depiction is apparent. The criminal and civil liability shall not apply to the following: • Providers of an interactive computer service, information service, or communications service that provides the transmission, storage, or caching of other's electronic communications or messages; • Providers of another related telecommunications or commercial mobile radio service; • Providers of content provided by another person; • Law enforcement officers or any local, state, federal, or military law enforcement agencies engaged in the performance of duties as a law enforcement officer or the duties of the law enforcement agency; • Persons reporting unlawful activity; or • Persons participating in hearings, trials, or other legal proceedings. This act is substantially similar to HB 2361 (2026). KATIE O'BRIEN		
MS	<u>HB 1504</u>	Mississippians' Right to Name, Likeness and Voice Act; enact.	In committee	3 February 2026

State	Bill	Title	Current status	Last action
MS	<u>SB 2046</u> ⁺	Mississippians' Right to Name, Likeness and Voice Act; enact.	■ Passed chamber	3 March 2026
MS	<u>SB 2220</u>	Mississippians' Right to Name, Likeness and Voice Act; enact.	■ Passed chamber	4 March 2025
MS	<u>SB 2796</u>	Ensuring Likeness Voice and Image Security Act; enact. Companion: MS HB 768	■ Passed committee	13 February 2025
MT	<u>HB 392</u>	Generally revise laws related to creation of profitable family video content featuring minor children	■ Enacted	16 May 2025
MT	<u>HB 513</u>	Revise laws related to use of name, voice, and likeness of individuals and penalties for unauthorized use	■ Enacted	19 May 2025
MT	<u>LC 3983</u> ⁺	Revise laws related to use of name, voice, and likeness of individuals and penalties for unauthorized use	Introduced	13 February 2025
NC	<u>HB 375</u>	Artificial Intelligence/Ban Deceptive Ads.	In committee	13 March 2025
ND	<u>HB 1386</u>	AN ACT to amend and reenact sections 12.1 - 27.2 - 01 and 12.1 - 27.2 - 04.1 of the North Dakota Century Code, relating to a prohibition on possessing certain computer-generated images; and to provide a penalty.	■ Signed	24 April 2025
NH	<u>HB 312</u> ⁺	relative to the right of intercollegiate student-athletes to earn compensation through the use of their name, image, or likeness.	In committee	10 November 2025

State	Bill	Title	Current status	Last action
NH	<u>HB 312†</u>	relative to the right of intercollegiate student-athletes to earn compensation through the use of their name, image, or likeness.	In committee	7 January 2026
NJ	<u>A 1621</u>	Prohibits disclosure of body worn camera recordings under certain circumstances.	In committee	13 January 2026
NJ	<u>A 2736</u>	Updates certain crimes to include nonconsensual pornographic deepfake threats and disclosure. Companion: NJ S 3303	In committee	13 January 2026
NJ	<u>A 2819</u>	Prohibits creation or disclosure of deceptive audio or visual media, known as "deepfakes," under certain circumstances.	In committee	9 January 2024
NJ	<u>A 2946</u>	Criminalizes failure to return erroneous person-to-person electronic payments following proper notification.	■ Signed	12 January 2026
NJ	<u>A 3065</u>	Establishes civil right of action for misuse of individual's name, image, likeness, or voice.	In committee	13 January 2026
NJ	<u>A 3540</u>	Establishes criminal penalties for production or dissemination of deceptive audio or visual media, commonly known as "deepfakes."	■ Signed	2 April 2025
NJ	<u>A 3585</u>	Prohibits and imposes criminal penalty on disclosure of certain intentionally deceptive	In committee	13 January 2026

State	Bill	Title	Current status	Last action
		audio or visual media within 90 days of election.		
NJ	<u>A 4480</u>	Establishes civil right of action for misuse of individual's name, image, likeness, or voice.	In committee	6 June 2024
NJ	<u>A 5088</u>	"AI Likeness Protection Act"; concerns distributing realistic representation of individual's image, likeness, or voice created using generative artificial intelligence.	■ In committee	14 May 2026
NJ	<u>S 2626</u>	Clarifies consent to being photographed, filmed, or recorded in sexual manner does not include or imply consent to disclosure of image.	In committee	13 January 2026
NJ	<u>S 3305</u>	Prohibits creation or disclosure of deceptive audio or visual media, known as "deepfakes," under certain circumstances.	In committee	2 February 2026
NJ	<u>S 3677</u>	Prohibits disclosure of body worn camera recordings under certain circumstances.	In committee	24 February 2026
NJ	<u>S 4127</u>	Imposes additional penalties for invasion of privacy where victim is candidate for public office.	In committee	3 February 2025
NJ	<u>S 4439</u>	Establishes protections for student-athletes and certain institutions of higher education concerning name, image, or likeness compensation;	■ Signed	22 July 2025

State	Bill	Title	Current status	Last action
		repeals "New Jersey Fair Play Act."		
NJ	<u>SJR 66</u>	"J.B.'s Law;" amends Rules of Evidence to exclude creative or artistic expression in audio or video format from jury consideration in criminal proceedings.	In committee	13 January 2026
NM	<u>HB 141</u>	ARTIFICIAL INTELLIGENCE ACCOUNTABILITY ACT	Introduced	24 March 2026
NM	<u>HB 212</u>	VOICE & VISUAL LIKENESS RIGHTS ACT	Introduced	24 March 2026
NM	<u>HB 221</u>	VOICE & VISUAL LIKENESS RIGHTS ACT	■ Passed committee	3 June 2025
NY	<u>A 10110</u>	Relates to a personal right of publicity	In committee	2 February 2026
NY	<u>A 11270</u>	Enacts the "advancing rights for talent, independence, services and tenure (ARTIST) act"	■ In committee	4 May 2026
NY	<u>A 3924</u>	Relates to privacy rights involving digitization	In committee	7 January 2026
NY	<u>A 7295</u>	Relates to expanding the right of publicity Companion: NY S 10493	In committee	7 January 2026
NY	<u>A 8611</u>	Clarifies the right of publicity	In committee	7 January 2026
NY	<u>A 9516</u>	Enacts into law components of legislation necessary to implement changes to the omnibus bill of 2025 related to correctional services	■ Signed	13 February 2026

State	Bill	Title	Current status	Last action
NY	<u>S 205</u>	Relates to a threat to share an intimate image Companion: NY A 2226	■ Passed chamber	9 March 2026
NY	<u>S 5156</u>	Establishes the "It's Your Data Act"	In committee	7 January 2026
NY	<u>S 8391</u>	Relates to the right of publicity Companion: NY A 8882	■ Signed	11 December 2025
NY	<u>S 8420</u>	Relates to requiring advertisements to disclose the use of a synthetic performer Companion: NY A 8887	■ Signed	11 December 2025
NY	<u>S 8721</u>	Establishes privacy and publicity rights for likenesses altered using artificial intelligence	In committee	7 January 2026
OH	<u>HB 185</u>	Regards an individual's persona usage; prohibit certain deepfakes	In committee	26 March 2025
OK	<u>HB 2216</u>	Securities; Oklahoma Ensuring Likeness, Voice, and Image Security Act of 2025; property right; civil action; effective date.	In committee	4 February 2025
OK	<u>HB 2216</u>	Securities; Oklahoma Ensuring Likeness, Voice, and Image Security Act of 2025; property right; civil action; effective date.	In committee	4 February 2025
OK	<u>SB 490</u>	Student Athlete Name, Image, and Likeness Rights Act; modifying terms and requirements for certain agreements between student athletes and postsecondary	■ Signed	5 May 2025

State	Bill	Title	Current status	Last action
		institutions or authorized third parties. Emergency.		
OK	SB 490	Student Athlete Name, Image, and Likeness Rights Act; modifying terms and requirements for certain agreements between student athletes and postsecondary institutions or authorized third parties. Emergency.	■ Signed	5 May 2025
PA	SB 649	An Act amending Title 18 (Crimes and Offenses) of the Pennsylvania Consolidated Statutes, in forgery and fraudulent practices, providing for the offense of digital forgery.	■ Signed	7 July 2025
RI	SB 3338	AN ACT RELATING TO CRIMINAL OFFENSES - - IMPERSONATION AND IDENTITY FRAUD Companion: RI HB 8060	■ Signed	23 June 2026
SC	H 3404	Ensuring Likeness, Voice, and Image Security Act	In committee	14 January 2025
SC	H 4902	Intercollegiate Athletes' Compensation for Name, Image, or Likeness	■ Enacted	23 April 2026
SC	H 5420	SC Citizens Participation Act	■ In committee	25 March 2026
TN	HB 1386	Education, Higher - As introduced, requires institutions of higher education to conduct various programs for intercollegiate athletes covering name, image, and likeness; authorizes institutions	In committee	21 January 2026

State	Bill	Title	Current status	Last action
		of higher education to collect talent fees; makes various other changes to intercollegiate athletes' name, image, and likeness authorizations and requirements. - Amends TCA Title 4, Chapter 29; Title 49, Chapter 7; Title 49, Chapter 8 and Title 49, Chapter 9. Companion: TN SB 1419		
TN	<u>HB 2272</u>	Alcoholic Beverages - As enacted, changes present law concerning common ownership of entities involved in the alcoholic beverages industry. - Amends TCA Title 57. Companion: TN SB 2163	■ Signed	18 May 2026
TX	HB 3694	Relating to the unlawful production or distribution of certain sexually explicit media and to the removal of certain intimate visual depictions published on online platforms without the consent of the person depicted; increasing criminal penalties.	■ Passed chamber	19 May 2025
TX	<u>HB 3950</u>	Relating to digital replication rights in the voice and visual likeness of individuals; providing private causes of action; authorizing a fee.	In committee	27 March 2025
TX	SB 1960	Relating to digital replication rights in the voice and visual likeness of individuals; providing private causes of action; authorizing a fee.	■ Passed chamber	21 May 2025

State	Bill	Title	Current status	Last action
US	<u>H.R. 8915</u>	NO FAKES Act of 2026	■ In committee	20 May 2026
UT	<u>HB 346</u>	Sexual Abuse of a Child Amendments	■ Passed chamber	7 March 2026
UT	<u>SB 256</u>	Identity Protection Modifications	■ Signed	26 March 2026
UT	<u>SB 271</u>	Unauthorized Artificial Intelligence Impersonation Amendments	■ Signed	27 March 2025
VA	<u>HB 2462</u>	Unauthorized use of name, portrait, etc.; digital replica, civil liability, statute of limitations.	■ Passed chamber	22 February 2025
VA	<u>HB 581</u>	Unauthorized use of voice or likeness; punitive damages, statute of limitations.	■ Signed	13 April 2026
VA	<u>SB 1421</u>	Unauthorized use of voice or likeness; punitive damages, statute of limitations.	In committee	29 January 2025
VA	<u>SB 571</u> [†]	Synthetic media; expands applicability of provisions related to defamation, etc., penalty.	In committee	19 November 2024
VA	<u>SB 678</u> [†]	Intercollegiate athletics; student-athletes, compensation and representation for name, image, etc.	■ Passed committee	19 November 2024
VA	<u>SB 753</u>	Unauthorized use of voice or likeness; punitive damages, statute of limitations.	■ Signed	13 April 2026
VT	<u>H 334</u>	An act relating to limiting employer restrictions on	Introduced	15 January 2026

State	Bill	Title	Current status	Last action
		individuals separating from employment		
VT	<u>H 387⁺</u>	An act relating to the creation of a property right for an individual's personal characteristics	Introduced	26 February 2025
VT	<u>H 626⁺</u>	An act relating to sexual extortion, voyeurism, and disclosure of sexually explicit images without consent	■ Signed	30 April 2026
WA	<u>HB 1155</u>	Prohibiting noncompetition agreements and clarifying nonsolicitation agreements. Companion: WA SB 5437	■ Enacted	23 March 2026
WA	<u>SB 5886</u>	Concerning forged digital likenesses.	■ Enacted	16 March 2026
WA	<u>SB 6041</u>	Updating personality rights protections.	Introduced	27 January 2026
WI	<u>AB 1034</u>	Relating to: name, image, and likeness rights for University of Wisconsin System student athletes; maintenance costs for University of Wisconsin–Madison intercollegiate athletic facilities; and making an appropriation. (FE) Companion: WI SB 1075	■ Enacted	13 May 2026
WI	<u>AB 567</u>	Relating to: covenants not to compete in employment contracts.	Dead	23 March 2026
WI	<u>AB 884</u>	Relating to: who may purchase certain contractual services and technical changes to tax provisions related to qualified retirement plans and the film	■ Enacted	2 April 2026

State	Bill	Title	Current status	Last action
		production services credit. Companion: WI SB 880		

Source: Open States. Statuses show where each bill stood on 18 August 2026, when this issue was generated, rather than at the end of the period.

Tracker definitions are model-drafted and validated by retrieval measurement. They are not a lawyer's definition of a practice area.

The summary and the one-line notes under each bill were written by us.anthropic.claude-opus-4-5-20251101-v1:0 from the data in this issue. Every figure, bill and date is from the record; the sentences around them are not legal advice.

† Matched on the bill's title alone, because the platform does not yet hold that bill's full text. Every other bill is matched on its whole document.

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