STAND. COM. REP. NO.

Honolulu, Hawaii

MAR 17 ' 2021

S.B. No. 714 RE:

> S.D. 1 H.D. 1

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,

SEAN OUTNLAN, Chair

State of Hawaii House of Representatives The Thirty-first Legislature



Record of Votes of the Committee on Economic Development

| Bill/Resolution No.: SB 714 SD1 | Committee Referral: ECD, CPC, JHA | | Date: 03-12-21 | |
|---|--|--|--|-------------------|
| ☐ The committee is reconsidering its previous decision on the measure. | | | | |
| The recommendation is to: Pass, unamended (as is) Pass, with amendments (HD) Hold Pass short form bill with HD to recommit for future public hearing (recommit) | | | | |
| ECD Members | Aye | es Ayes (W | R) Nays | Excused |
| 1. QUINLAN, Sean (C) | | | | V |
| | | MINISTER SERVINGUES | MAR STATE OF THE SAME OF THE S | |
| 2. HOLT, Daniel (VC) | V | | | |
| | | | | |
| 3. BELATTI, Della Au | National Action in the State of | endesstudi Homeroededecenis | Asset Historia Artifications | V |
| 4. KOBAYASHI, Dale T. | V | | | |
| 4. KODATASIII, Dale 1. | | | Har Maringon W | |
| 5. ONISHI, Richard H.K. | V | S ANTHONIO IN THE SECTION AND ADDRESS. | | SECTION OF STREET |
| | ELECTION ALTERNATION | | | |
| 6. SAYAMA, Jackson D. | V | | | |
| | | | | |
| 7. TAKAYAMA, Gregg | V | | | |
| | | | | |
| 8. OKIMOTO, Val | V | | | |
| | | | | |
| | 4 | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| w 1939 1939 1939 | | | | |
| | N-10 1000 | | | |
| 98 | | | | |
| | | | | |
| TOTAL (8) | Ь | | | 2 |
| The recommendation is: Adopted If joint referral, did not support recommendation. committee acronym(s) | | | | |
| Vice Chair's or designee's signature: | | | | |
| Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO | | | | |