

KY ST s 391.170  
KRS s 391.170

TEXT

BALDWIN'S KENTUCKY REVISED STATUTES ANNOTATED  
TITLE XXXIV. DESCENT, WILLS, AND ADMINISTRATION OF DECEDENTS' ESTATES  
CHAPTER 391. DESCENT AND DISTRIBUTION  
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391.170 COMMERCIAL RIGHTS TO USE OF NAMES AND LIKENESSES OF PUBLIC FIGURES

(1) The general assembly recognizes that a person has property rights in his name and likeness which are entitled to protection from commercial exploitation. The general assembly further recognizes that although the traditional right of privacy terminates upon death of the person asserting it, the right of publicity, which is a right of protection from appropriation of some element of an individual's personality for commercial exploitation, does not terminate upon death.

(2) The name or likeness of a person who is a public figure shall not be used for commercial profit for a period of fifty (50) years from the date of his death without the written consent of the executor or administrator of his estate.

CREDIT

CREDIT(S)

HISTORY: 1984 c 263, s 1, eff. 7-13-84

<General Materials (GM) - References, Annotations, or Tables>

REFERENCES -- LIBRARY REFERENCES

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Right to publicize or commercially exploit deceased person's name or likeness as inheritable. 10 ALR4th 1193

REFERENCES -- LAW REVIEW AND JOURNAL COMMENTARIES

LAW REVIEW AND JOURNAL COMMENTARIES

10 Louisville Law 14 (Spring 1990). The Right of Publicity In Thoroughbreds: An Issue of Dollars and Horse Cents, Mark S. Ament and Richard J. Emmett.

23 N Ky L Rev 231 (1996). Kentucky Defamation and Privacy Law--The Last Decade, David A. Elder.

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