

CERTIFICATION OF ENROLLMENT

SUBSTITUTE SENATE BILL 5886

Chapter 69, Laws of 2026

69th Legislature
2026 Regular Session

PERSONALITY RIGHTS—FORGED DIGITAL LIKENESS

EFFECTIVE DATE: June 11, 2026

Passed by the Senate February 5, 2026
Yeas 47 Nays 0

DENNY HECK

President of the Senate

Passed by the House March 4, 2026
Yeas 85 Nays 9

LAURIE JINKINS

**Speaker of the House of
Representatives**

Approved March 16, 2026 10:34 AM

BOB FERGUSON

Governor of the State of Washington

CERTIFICATE

I, Sarah Bannister, Secretary of the Senate of the State of Washington, do hereby certify that the attached is **SUBSTITUTE SENATE BILL 5886** as passed by the Senate and the House of Representatives on the dates hereon set forth.

SARAH BANNISTER

Secretary

FILED

March 17, 2026

**Secretary of State
State of Washington**

SUBSTITUTE SENATE BILL 5886

Passed Legislature - 2026 Regular Session

State of Washington

69th Legislature

2026 Regular Session

By Senate Law & Justice (originally sponsored by Senators Boehnke, Dozier, Nobles, Valdez, and J. Wilson)

READ FIRST TIME 01/30/26.

1 AN ACT Relating to personality rights; amending RCW 63.60.010,
2 63.60.020, 63.60.050, and 63.60.060; and prescribing penalties.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 **Sec. 1.** RCW 63.60.010 and 2008 c 62 s 1 are each amended to read
5 as follows:

6 Every individual or personality has a property right in the use
7 of his or her name, voice, signature, photograph, forged digital
8 likeness, or likeness. Such right exists in the name, voice,
9 signature, photograph, forged digital likeness, or likeness of
10 individuals or personalities deceased before, on, or after June 11,
11 1998. This right shall be freely transferable, assignable, and
12 licensable, in whole or in part, by any otherwise permissible form of
13 inter vivos or testamentary transfer, including without limitation a
14 will or other testamentary instrument, trust, contract, community
15 property agreement, or cotenancy with survivorship provisions or
16 payable-on-death provisions, whether the will or other testamentary
17 instrument, trust, contract, community property agreement, or
18 cotenancy document is entered into or executed before, on, or after
19 June 11, 1998, by the deceased individual or personality or by any
20 subsequent owner of the deceased individual's or personality's rights
21 as recognized by this chapter; or, if none is applicable, then the

1 owner of the rights shall be determined under the laws of intestate
2 succession applicable to interests in intangible personal property.
3 The property right does not expire upon the death of the individual
4 or personality, regardless of whether the law of the domicile,
5 residence, or citizenship of the individual or personality at the
6 time of death or otherwise recognizes a similar or identical property
7 right. The right exists whether or not it was commercially exploited
8 by the individual or the personality during the individual's or the
9 personality's lifetime. The rights recognized under this chapter
10 shall be deemed to have existed before June 11, 1998, and at the time
11 of death of any deceased individual or personality or subsequent
12 successor of their rights for the purpose of determining the person
13 or persons entitled to these property rights as provided in RCW
14 63.60.030. This chapter is intended to apply to all individuals and
15 personalities, living and deceased, regardless of place of domicile
16 or place of domicile at time of death.

17 **Sec. 2.** RCW 63.60.020 and 2008 c 62 s 2 are each amended to read
18 as follows:

19 Unless the context clearly requires otherwise, the definitions in
20 this section apply throughout this chapter.

21 (1) "Deceased individual" means any individual, regardless of the
22 individual's place of domicile, residence, or citizenship at the time
23 of death or otherwise, who has died within ten years before January
24 1, 1998, or thereafter.

25 (2) "Deceased personality" means any individual, regardless of
26 the personality's place of domicile, residence, or citizenship at the
27 time of death or otherwise, whose name, voice, signature, photograph,
28 or likeness had commercial value at the time of his or her death,
29 whether or not during the lifetime of that individual he or she used
30 his or her name, voice, signature, photograph, or likeness on or in
31 products, merchandise or goods, or for purposes of advertising or
32 selling, or soliciting the purchase or sale of, products,
33 merchandise, goods, or services. A "deceased personality" includes,
34 without limitation, any such individual who has died within fifty
35 years before January 1, 1998, or thereafter.

36 (3) "Forged digital likeness" means a visual representation which
37 is either persistent or transmitted in real-time of an actual and
38 identifiable individual, or an audio recording which is either

1 persistent or transmitted in real-time of an actual and identifiable
2 individual's voice, which:

3 (a) Has been digitally created, adapted, altered, or modified to
4 be indistinguishable from a genuine visual representation or audio
5 recording of the individual;

6 (b) Misrepresents the appearance, speech, or conduct of the
7 individual; and

8 (c) Is likely to deceive a reasonable person into believing that
9 the visual representation or audio recording is genuine.

10 (4) "Fund-raising" means an organized activity to solicit
11 donations of money or other goods or services from persons or
12 entities by an organization, company, or public entity. A fund-
13 raising activity does not include a live, public performance by an
14 individual or group of individuals for which money is received in
15 solicited or unsolicited gratuities.

16 ~~((4))~~ (5) "Individual" means a natural person, living or dead.

17 ~~((5))~~ (6) "Likeness" means an image, painting, sketching,
18 model, diagram, or other clear representation, other than a
19 photograph, of an individual's face, body, or parts thereof, or the
20 distinctive appearance, gestures, or mannerisms of an individual.

21 ~~((6))~~ (7) "Name" means the actual or assumed name, or nickname,
22 of a living or deceased individual that is intended to identify that
23 individual.

24 ~~((7))~~ (8) "Person" means any natural person, firm, association,
25 partnership, corporation, joint stock company, syndicate, receiver,
26 common law trust, conservator, statutory trust, or any other concern
27 by whatever name known or however organized, formed, or created, and
28 includes not-for-profit corporations, associations, educational and
29 religious institutions, political parties, and community, civic, or
30 other organizations.

31 ~~((8))~~ (9) "Personality" means any individual whose name, voice,
32 signature, photograph, or likeness has commercial value, whether or
33 not that individual uses his or her name, voice, signature,
34 photograph, or likeness on or in products, merchandise, or goods, or
35 for purposes of advertising or selling, or solicitation of purchase
36 of, products, merchandise, goods, or services.

37 ~~((9))~~ (10) "Photograph" means any photograph or photographic
38 reproduction, still or moving, or any videotape, online or live
39 television transmission, of any individual, so that the individual is
40 readily identifiable.

1 ~~((10))~~ (11) "Signature" means the one handwritten or otherwise
2 legally binding form of an individual's name, written or authorized
3 by that individual, that distinguishes the individual from all
4 others.

5 **Sec. 3.** RCW 63.60.050 and 1998 c 274 s 5 are each amended to
6 read as follows:

7 Any person who uses or authorizes the use of a living or deceased
8 individual's or personality's name, voice, signature, photograph,
9 forged digital likeness, or likeness, on or in goods, merchandise, or
10 products entered into commerce in this state, or for purposes of
11 advertising products, merchandise, goods, or services, or for
12 purposes of fund-raising or solicitation of donations, or if any
13 person disseminates or publishes such advertisements in this state,
14 without written or oral, express or implied consent of the owner of
15 the right, has infringed such right. An infringement may occur under
16 this section without regard to whether the use or activity is for
17 profit or not for profit.

18 **Sec. 4.** RCW 63.60.060 and 1998 c 274 s 6 are each amended to
19 read as follows:

20 (1) The superior courts of this state may grant injunctions on
21 reasonable terms to prevent or restrain the unauthorized use of the
22 rights in a living or deceased individual's or personality's name,
23 voice, signature, photograph, forged digital likeness, or likeness.

24 (2) Any person who infringes the rights under this chapter shall
25 be ~~((liable for the greater of one thousand five hundred dollars or))~~
26 subject to a civil penalty of \$3,000 and liable for the actual
27 damages sustained as a result of the infringement, and any profits
28 that are attributable to the infringement and not taken into account
29 when calculating actual damages. If the infringement is of a living
30 or deceased individual's or personality's forged digital likeness,
31 the infringing party shall also be liable for the noneconomic damages
32 sustained as a result of the infringement whether or not the
33 infringement resulted in any profit. To prove profits under this
34 section, the injured party or parties must submit proof of gross
35 revenues attributable to the infringement, and the infringing party
36 is required to prove his or her deductible expenses. For the purposes
37 of computing statutory damages, use of a name, voice, signature,
38 photograph, forged digital likeness, and/or likeness in or related to

1 one work constitutes a single act of infringement regardless of the
2 number of copies made or the number of times the name, voice,
3 signature, photograph, forged digital likeness, or likeness is
4 displayed.

5 (3) At any time while an action under this chapter is pending,
6 the court may order the impounding, on reasonable terms, of all
7 materials or any part thereof claimed to have been made or used in
8 violation of the injured party's rights, and the court may enjoin the
9 use of all plates, molds, matrices, masters, tapes, film negatives,
10 or other articles by means of which such materials may be reproduced.

11 (4) As part of a final judgment or decree, the court may order
12 the destruction or other reasonable disposition of all materials
13 found to have been made or used in violation of the injured party's
14 rights, and of all plates, molds, matrices, masters, tapes, film
15 negatives, or other articles by means of which such materials may be
16 reproduced.

17 (5) The prevailing party may recover reasonable attorneys' fees,
18 expenses, and court costs incurred in recovering any remedy or
19 defending any claim brought under this section.

20 (6) The remedies provided for in this section are cumulative and
21 are in addition to any others provided for by law.

Passed by the Senate February 5, 2026.

Passed by the House March 4, 2026.

Approved by the Governor March 16, 2026.

Filed in Office of Secretary of State March 17, 2026.

--- END ---