

New Year Brings Expanded Protections for Publicity and Privacy Rights Under New York Law

[Andrea L. Calvaruso](#)

January 26, 2021

An article by partner [Andrea Calvaruso](#) was featured in the February issue of the *Intellectual Property & Technology Law Journal*. The article examines the recently signed bill that makes significant amendments to New York's Civil Rights Law, which codifies rights of publicity and privacy in the State. In addition to adding a long anticipated post-mortem right of publicity, the bill also prohibits unauthorized use of digital replicas of deceased celebrities and creates a new private cause of action prohibiting the publication of digitally fabricated sexually explicit depictions of an individual (such as those that are utilized in "deep fakes"). The new law will be effective on May 30, 2021 and will not apply retroactively.

You can read the full article [here](#).