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2 An act relating to the unauthorized use of a  
3 name or likeness; providing a short title;  
4 amending s. 540.08, F.S.; prohibiting the use  
5 of the name or image of a member of the armed  
6 forces for certain purposes without obtaining  
7 consent in the manner prescribed by applicable  
8 state law; defining the term "member of the  
9 armed forces"; providing penalties for such  
10 unauthorized use; providing an effective date.

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12 Be It Enacted by the Legislature of the State of Florida:

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14 Section 1. This act may be cited as the "Robert A.  
15 Wise Military Protection Act."

16 Section 2. Present subsections (3), (4), (5), and (6)  
17 of section 540.08, Florida Statutes, are redesignated as  
18 subsections (4), (5), (6), and (7), respectively, and a new  
19 subsection (3) is added to that section, to read:

20 540.08 Unauthorized publication of name or likeness.--  
21 (3) If a person uses the name, portrait, photograph,  
22 or other likeness of a member of the armed forces without  
23 obtaining the consent required in subsection (1) and such use  
24 is not subject to any exception listed in this section, a  
25 court may impose a civil penalty of up to \$1,000 per violation  
26 in addition to the civil remedies contained in subsection (2).  
27 Each commercial transaction constitutes a violation under this  
28 section. As used in this section, the term "member of the  
29 armed forces" means an officer or enlisted member of the Army,  
30 Navy, Air Force, Marine Corps, or Coast Guard of the United  
31 States, the Florida National Guard, and United States Reserve

1 Forces, including any officer or enlisted member who died as a  
2 result of injuries sustained in the line of duty.

3           Section 3. This act shall take effect July 1, 2007.  
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