



Department of Commerce and Consumer Affairs
Business Registration Division
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INSTRUCTIONS FOR PREPARING AND FILING AN APPLICATION FOR PUBLICITY RIGHTS NAME REGISTRATION IN HAWAII

Section [482P](#), Hawaii Revised Statutes (HRS)

Application must be typewritten or printed in **black ink** and must be **legible**. Attachments may be used, if necessary, and must be typed or printed in **black ink** on 8.5" x 11" white bond paper, single-sided. The application must be signed accordingly as follows: if the applicant is an **individual**, by the applicant; for a **corporation**, by an authorized officer of the corporation; for a general or limited **partnership**, by a general partner; for a **limited liability company**, by a manager of a manager-managed company or by a member of a member-managed company; and for a **limited liability partnership**, by a partner. The signature must be in **black ink**. Submit application together with the appropriate fee(s). The Certificate of Registration of Publicity Rights Name will be issued when the Application for Publicity Rights Name Registration in Hawaii is filed in compliance with Chapter [482P](#), HRS.

Registration of a publicity rights name with the department does not grant you ownership of the publicity rights name.

"Publicity rights name registration" means a registration with the department of commerce and consumer affairs in the manner provided under Chapter [482P](#), HRS. Every individual or personality has a property right in the use of the individual's or personality's name, voice, signature, and likeness. This right shall be freely transferable, assignable, and licensable, in whole or in part, by any otherwise permissible form of inter vivos or testamentary transfer, including without limitation a will or other testamentary instrument, trust, contract, community property agreement, or cotenancy with survivorship provisions or payable-on-death provisions, whether the will or other testamentary instrument, trust, contract, community property agreement, or cotenancy document is entered into or executed by the deceased individual or deceased personality or by any subsequent owner of the deceased individual's or deceased personality's rights as recognized by this chapter; or, if none is applicable, then the owner of the rights shall be determined under the laws of intestate succession applicable to interests in intangible personal property. This chapter is intended to apply to all individuals and personalities, living and deceased. Refer to Section [482P-2](#), HRS, for more information.

- Item 1. Indicate whether the publicity rights name to be registered is a new registration, or a renewal of an existing registration. For a renewal, state the Certificate of Registration number. A publicity rights name registration may be renewed at any time during the period of its registration for additional five-year periods by filing a renewal application within six months prior to the expiration of the current term and complying with the renewal requirements prescribed by the director. See Section [482P-4.5\(e\)](#), HRS. Renewals must be received prior to the expiration date of the current registration.
- Item 2. State the complete publicity rights name to be registered. The name shall consist of the assigning individual or personality's full legal name. See Section [482P-4.5\(b\)](#), HRS.
- Item 3. 3a. Indicate whether the applicant is an entity OR an individual. If the applicant is an entity, state the entity name, and state, province, or country of formation, incorporation, or organization. If the applicant is an individual, state the individual's first name and last name.
3b. If the applicant is an entity, indicate whether the applicant is a corporation, a partnership, a limited liability company, a limited liability partnership, an unincorporated association, or "other." If "other" is indicated, please provide an explanation.
- Item 4. State the complete business address of the applicant.

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Item 5. Indicate whether the applicant is the originator of the publicity rights name being registered OR the publicity rights name was assigned to the applicant.

Item 6. State the nature of business to be transacted under the publicity rights name.

Filing Fees: The fee for filing an Application for Registration of a Publicity Rights Name in Hawaii is **\$50.00** and is not refundable. The fee for filing the Application for Registration of a Publicity Rights Name in Hawaii for a renewal is \$50.00 and is not refundable. Optional: the fee for one certified copy is \$10.00; the fee for expedited review is \$20.00. Payments made by cash, check, or credit card are accepted. Make checks payable to DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS. Dishonored Check Fee is \$25.00.

For any questions, call (808) 586-2727 or email breg@dcca.hawaii.gov.

NOTICE: THIS MATERIAL CAN BE MADE AVAILABLE FOR INDIVIDUALS WITH SPECIAL NEEDS. PLEASE CALL THE BUSINESS REGISTRATION DIVISION SECRETARY AT (808) 586-2744 TO SUBMIT YOUR REQUEST.

ALL BUSINESS REGISTRATION FILINGS ARE OPEN TO PUBLIC INSPECTION. (SECTION [92F-11](#), HRS)