

SB771 - An Act to deprive Celebrities & their Families of the Ability to Control Post-mortem Rights of Publicity

Dear Governor Schwarzenegger:

Please don't sign the new right of publicity bill, SB771, into law.

Senate Bill 771 neither fulfills its declared intent nor serves the public interest. It takes away the right of celebrities alive after January 1, 1985, to transfer their after-death right of publicity by contract or will. SB771 also takes away the right of families of personalities who died before 1985 to control the right of publicity of their famous dead family members. SB771 is the result of a single-minded determination to benefit a single interest, Anna Strasberg and her Indiana-based licensing agent, Curtis Management Group (CMG Worldwide).

Want proof? Read on.

WHY does SB771 seek to overturn two federal court decisions which correctly applied long-standing California trusts and estates, probate and right of publicity laws?

BECAUSE applying the law correctly has caused Anna Strasberg to lose her ability to extort millions of dollars from those wishing to use the name or likeness of Marilyn Monroe.

WHY does SB771 take away the right of celebrities who were alive on January 1, 1985, to transfer their post-mortem publicity rights by will, while ALWAYS giving the right of publicity of celebrities who died before 1985 to the residuary beneficiaries of their wills?

BECAUSE Anna Strasberg is the successor in interest to a residuary beneficiary of Marilyn Monroe's will.

Anna Strasberg has collected more than \$17 million during the past 5 years by threatening lawsuits, until she lost two lawsuits against those who stood up to her. However, no one paid to protect the interests of celebrities who were or are alive after January 1, 1985, and so SB771 eliminates the right of those celebrities to control their after-death right of publicity.

WHY can Anna Strasberg, who is not a California resident, hijack and change California law to promote her self-interest?

BECAUSE she hired high powered lobbyists and a well-connected law firm to rewrite the law to ensure she can control Marilyn Monroe's right of publicity. A deeper question is: WHY did that law firm accept the assignment in violation of their ethical obligations under California Rule of Professional Conduct 3-310 (E) not to take any position adverse to the interests of their former clients, the children of Marlon Brando and Ray Charles, all of whom oppose SB771?

WHY did the authors of SB771, Senator Kuehl, refer all questions and challenges regarding SB771 to lawyers hired by Anna Strasberg's company, Marilyn Monroe LLC?

BECAUSE the Senator did not understand what she was doing or how SB771 works.

WHY does the official record of SB771 identify every supporter of the bill but omit dozens of businesses that opposed SB771 in writing?

BECAUSE failing to identify the opposition is a dishonest trick which benefited Anna Strasberg and ensured the Bill would quickly pass.

WHY was SB771 not published 30 days prior to legislative consideration, as is required by California Legislature Joint Rule 55, and WHY did the Senate Judiciary Committee meet to rubber stamp an amendment to SB771 at a time when Joint Rule 61(a)(12) forbids any committee from meeting for any purpose?

BECAUSE Anna Strasberg and CMG Worldwide wanted the California Legislature to pass the bill before anyone fully understood the consequences of SB771.

WHY did the Screen Actors Guild (SAG) support the fast-moving SB771 without notifying SAG members?

BECAUSE SAG was supporting the declared intention of the bill and never understood the adverse impact on SAG's members. Also, SAG relied on a former actress, Senator Keuhl, who purportedly authored the bill and SB771 again benefits Anna Strasberg who runs the Lee Strasberg Theatre Institute, an acting school.

WHY SAG believed it should sponsor this bill without first notifying and polling its members is something its members will have to ponder.

Please help to ensure that the legislative process works the way it should.

Don't deprive thousands of celebrities who were or are alive after 1984 of the ability to transfer their post-mortem rights by will, and take away the post-mortem rights of publicity from the families of those that died before 1985, just so Anna Strasberg can continue to collect millions.

PLEASE MR. GOVERNOR, DON'T SIGN SB771 INTO LAW!

American Soc. of Media Photog.(ASMP)	Gerald Bybee	The Soni Law Firm
Advertising Photographers of America	The Stock Asylum Staff	Law Offices of Stephen Spataro
The Archives of Milton H. Greene	The Authors Guild	Law Offices of David Marcus
The Children of Ray Charles	Lynn Younger	Law Offices of Andrew J. Stern
Mamie Van Doren, Actress	Ray Charles Robinson, Jr.	Law Offices of Nancy Shaw -
Tom Kelley Studios, Inc.	Raenee Robinson	GAL for children of Marlon Brando
Pacific Licensing, Inc.	Ryan Corey Robinson den Bok	Law Offices- Mary Anne den Bok
Shaw Family Archives, Ltd.	Rev. Robert Robinson	Heidi Hidrobo
Bradford Licensing Associates	David Robinson	Jill Adams
Mark Liebman, President of Pictopia	Rev. Samuel Gray-Cornerstone Church	Donelle Dadigan
Marilyn Brooks	Ms. Elnora Jones-Cornerstone Church	Cole Sternberg
Mark Bellinghaus	Kenneth Younger-SAG member	Marian Smith
Jennifer Dickinson	Nancy Priddy-Actress SAG	Robert Wyatt
Ernest Cunningham	Jamil Smith-Actor	Carol Alvarez
Sal Serrantino	Ira Odessky-Photographer	Chris Jensen
Gilbert Ortiz	Hunter Freeman-Photographer	Dale Dimmick