LEGAL KITTY™ CHEAT SHEET

Usage Rights for Your Face

The limits to write into a brand, UGC or modeling deal before anyone uses you.

KEY PRINCIPLES

1 **Usage is the product.**
The shoot fee buys your time. Where the image runs, how long, which media and how recognizable you are carry the value. Price them separately.

2 **The email can be the contract.**
Deal memos, booking confirmations and emails can be read together as the agreement. Put every limit in one place and confirm the exact terms.

3 **Your likeness is a separate right.**
California §3344: the greater of $750 or actual damages, plus profits. Maybe punitives. The winner, either side, gets fees. New York §§50–51 is another version.

4 **Check the fight clauses, and who signed.**
Arbitration, venue and governing law decide where you'd fight. Ask whether your agency can sign for you, and on what.

KEY EXAMPLES

A real dispute and the law, from the guide

The "Unrecognizable" shoot
L.A. federal court, Sept. 2026

Booked as a parts model at "less than 30%" of her face; she alleges about 95% ran in an ad. Allegations only.

FOR YOU **Write the recognizability limit as a number.**

Cal. Civ. Code §3344
In force

Knowing use of a name, voice, photo or likeness in ads without consent: $750 minimum, plus profits.

FOR YOU **Unlicensed use has a statutory floor.**

N.Y. Civ. Rights Law §§50–51
In force

New York's version for advertising and trade use of your name or picture.

FOR YOU **Check which state's law fits the shoot.**

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KEY CLAUSES

Red flag, green flag

Push back on the red. Ask for the green.

	RED FLAG · PUSH BACK	GREEN FLAG · ASK FOR
RECOGNIZABLE	"Partial face," no number	Max __% of the face; eyes or not
MEDIA	"All media"	Organic, paid, web, print, TV, listed
TERM	No end date	__ months; takedown by a stated date
AI EDITS	Silent on AI alteration	No AI or synthetic re-use without consent
UPGRADES	Extra use "negotiated later"	Recognizable and paid-ads fees set now
AUTHORITY	Agency signs anything for you	Agency authority limited to a stated scope

Condensed from the UNRECOGNIZABLE guide. Teaching examples, not forms.

GO DEEPER

UNRECOGNIZABLE, the free web guide to usage rights.
Free at legalkitty.com/guides

Full guide: DM **UNRECOGNIZABLE**
This sheet: DM **USAGE**

Don't sign it till you read it.

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