Corporations, Big businesses, and Publishers want this to pass to make money out off artists works without paying us artists for past, current, and future artwork.
The idea of "take first and ask questions" later frees corporations and business from having to worry about their responsibility. Instead of hiring creative workers and paying them fair wages and/or fees for their work, they seek to profit from others without actual reasonable accounting for the work.
This is already very common from the currently weak law options for people who have had their work taken and used by large companies for profit. Often they do not seek the source or offer to make amends for their "mistake", and the individuals who created the original work cannot afford the legal fees and court costs to remedy the problem, so companies get away with large profits, and the people who did the work see nothing.
I do not, and have never met an individual artist working hard to support themselves who supports these reductions of our rights as creators.
I appreciate the idea of public domain work, and trying to clear up vague statuses on works, but that does not seem to be the motivation behind these potential laws. Instead they seem to be laid our for easy "misunderstandings" and other people being able to keep money they have gotten from people who did the work and get nothing. I value maintenance of generosity for the public domain, but not the taking by force or work done by others for profit of those who had nothing to do with that work.