

International Trademark Association's 140th Annual Meeting | Celebrities Everywhere! Analysis of the Use of Personal and Image Rights of a Celebrity in Different Jurisdictions

On Tuesday, May 22, Brooke Erdos Singer, Davis+Gilbert Partner in the Intellectual Property + Media and Advertising + Marketing practice groups, will speak at the International Trademark Association's 140th Annual Meeting in Seattle, during the "Celebrities Everywhere! Analysis of the Use of Personal and Image Rights of a Celebrity in Different Jurisdictions" roundtable.

Session Overview

The intangible asset known as the right of publicity (ROP) is becoming more and more relevant in many jurisdictions around the world. However, its regulation is far from being homogeneous, which poses a great challenge to practitioners in this field. Four industry experts will share practical cases and discuss how ROP is regulated in jurisdictions such as the United States, France, Germany, and Latin America.

Panelists will also discuss:

- Understanding what ROP is and what aspects it includes.
- The regulations of ROP may vary from jurisdiction to jurisdiction and the similarities and contrasts among them.
- Common pitfalls encountered by practitioners of different jurisdictions.
- The main challenges when enforcing ROP in various jurisdictions.

Related People

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