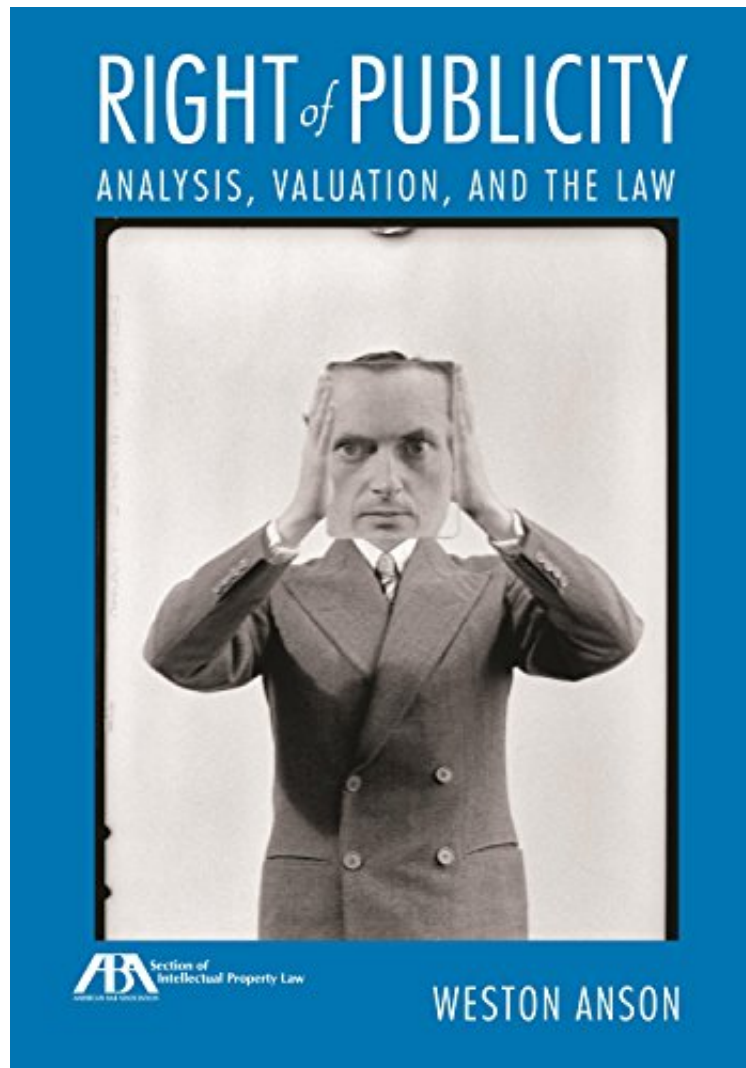


Right of Publicity: Analysis, Valuation and the Law

Weston Anson

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Right of publicity is multi-faceted, complex, and continuing to evolve. This book is a clear and accessible examination of the topic that is designed to appeal to legal advisors, business and talent managers, and celebrities themselves. Right of Publicity: Analysis, Valuation, and the Law is a valuable resource for the critically important method of valuing rights of publicity and celebrity brands in addition to providing guidance in striking stronger and more lucrative

deals. - Part I addresses the legal context: the genesis of right of publicity, common law precedence, pioneering case studies, and an overview of today's relevant and seminal cases. - Part II deals with the parallels between traditional brands and celebrity brands, as well as detailing the business, finance, and analytical issues of right of publicity valuation.- Part III covers the structuring, pricing, and challenges of deals for all types of celebrities. With this invaluable book, anyone who works with right of publicity will: Know and understand today's law and deal making, and how the evolving shifting social media and Internet playing field affects right of publicity Be able to engage in more and better deals with fewer problems Learn how to earn greater income from rights of publicity