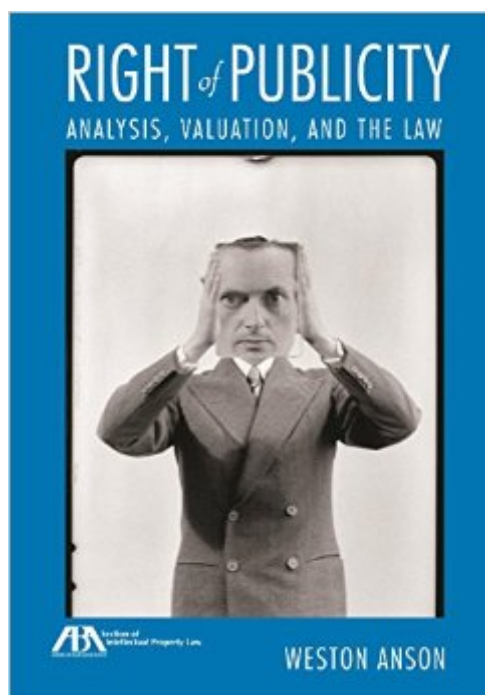


The book was found

# Right Of Publicity: Analysis, Valuation And The Law



## Synopsis

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

## Book Information

Paperback: 268 pages

Publisher: American Bar Association (August 7, 2016)

Language: English

ISBN-10: 163425015X

ISBN-13: 978-1634250153

Product Dimensions: 7 x 0.6 x 9.9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #2,083,414 in Books (See Top 100 in Books) #147 in Books > Law >

Intellectual Property > Communications #155 in Books > Law > Business > Entertainment #571 in Books > Textbooks > Law > Tax Law

[Download to continue reading...](#)

Right of Publicity: Analysis, Valuation and the Law Sleisenger and Fordtran's Gastrointestinal and Liver Disease Review and Assessment (Sleisenger and Fordtrans Gastrointestinal and Liver) Eat Fat and Get Thin, Fit, and Healthier Than Ever Before!: Easy Diet and Delicious Cookbook: Recipes for Dramatic and Sustainable Weight Loss (Includes 21 Day Meal Plan) Best Plants for New Mexico Gardens and Landscapes: Keyed to Cities and Regions in New Mexico and Adjacent Areas,

Revised and Expanded Edition Amino Acids: The Way to Health and Wellness: Find Health and Healing from Depression, Addictions, Obesity, Anxiety, Sexual Issues, and Fill Nutritional Needs of Vegetarian and Vegan Diets Die-cutting and Tooling: A guide to the manufacture and use of cutting, embossing and foiling dies, anvils and cylinders The Complete Book of Essential Oils and Aromatherapy: Over 800 Natural, Nontoxic, and Fragrant Recipes to Create Health, Beauty, and Safe Home and Work Environments Low-Dimensional and Nanostructured Materials and Devices: Properties, Synthesis, Characterization, Modelling and Applications (NanoScience and Technology) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) I'm Right and You're an Idiot: The Toxic State of Public Discourse and How to Clean it Up Chess: The Right Way to Play Chess and Win - Chess Tactics, Chess Openings and Chess Strategies Sports Law Yearbook 2015/16: A review of cases and events in 2015 and early 2016 - UK, Ireland and EU Big Data, MapReduce, Hadoop, and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce Fundamentals using Hadoop, Spark, and Python Riddles: Best Riddles For Kids: Short Brain Teasers, Riddle Books Free, Riddle and trick questions, Riddles, Riddles and Puzzles (Jokes and Riddles Book 2) Pure Pulp: THE SHADOW And BLACK MASK - 2 COMPLETE CLASSIC PULP MAGAZINES FROM THE 1930s AND 1940s: OVER 230 PAGES OF MYSTERY, MURDER AND INTRIGUE GoWISE Air Fryer Cookbook: 101 Easy Recipes and How To Instructions for Healthy Low Oil Air Frying and Baking (Air Fryer Recipes and How To Instructions) Healthy Super Shakes and Smoothies: 25 Sugar Free Dairy Free Shakes and Smoothies Recipes (Here's the DEAL - Healthy Weight Loss and Fat Burning Book 3) The Secrets of Baking Soda: Over 40 Recipes and Secret Tips for Cleaning, Cooking and Health on a Budget (DIY Household Hacks and Tips) Low Carb Freezer Meals: 30 Healthy Meals to Choose and Prepare in One Day for the Whole Week to Save Your Time and Money (Microwave Cookbook & Quick and Easy Meals) Programming and Automating Cisco Networks: A guide to network programmability and automation in the data center, campus, and WAN (Networking Technology)

[Dmca](#)