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# Publicity & Privacy

**We have successfully represented clients in some of the leading cases in the right of publicity area, which is governed by state law and directly affects a client's ability to use individuals' names, images and personas in advertising materials and on products and services**

We regularly counsel clients on uses of celebrity names and likenesses, and on protocols for securing right of publicity waivers from those appearing in promotional literature or websites. On behalf of a celebrity, we were recently successful in cancelling an infringing trademark for clothing in Turkey that had been registered in bad faith by a local trademark pirate and we have been called in to handle claims under the laws of California, Florida, and other states.

## Decisions

Copp v. Ramirez

Alexander v. AOL Time Warner, Inc.

Creative Arts by Calloway, LLC v. Brooks