



# Right of Publicity: Analysis, Valuation and the Law

*Weston Anson*

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## **Right of Publicity: Analysis, Valuation and the Law** Weston Anson

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

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