Who Should Read This Book, and Why?

While this book takes on a multi-faceted topic, it is nonetheless laid out in a logical, thorough, and easy-to-read format. It is in fact two books in one. Part I is a legal book covering the genesis of rights of publicity and the laws in all states that have a statute or common law precedent. Citing pioneering case studies, it also provides an overview of today’s cases. Parts II and III deal with the business, finance, and analytical issues of valuing ROP rights, and the structuring and pricing of deals for all types of celebrities. Deals ranging from promotions to licenses to online tweets to one-time appearance fees are discussed.

It is written simply and in an accessible and linear manner. It is, however, about a complex topic, rights of publicity, which crosses the borders of:

- legal management
- talent management, and
- business and marketing management.

And it helps bring these three perspectives together. Consequently, it’s written for three audiences:

- the legal advisor
- the business/talent manager, and
- the celebrities themselves.

All three should read this book. And they all should read it for the following reasons:

- The legal and business complexities are far greater than with other forms of intellectual property.
- Right of publicity is not a federally protected intellectual property right. Instead, right of publicity is covered by a patchwork of state statutes and common law precedents.
• International protection is even more problematic and less well protected.
• Striking parallels between celebrity branding via rights of publicity and traditional brands are quickly apparent.
• Learning how to value rights of publicity and celebrity brands is critical to planning and to deal making.
• Analyzing and predicting which right of publicity deals will be successful is a skill that can be mastered.
• Finally, what the future will bring in rights of publicity, social media, pay-to-play, and the changing world of one-to-one marketing is complex and intertwined.

Finally, why take the trouble to read this book? There are many reasons (as shown above), but from my viewpoint, three are most compelling:

• First, you will know and understand today's law and deal making, and how tomorrow's social media and Internet playing field affects ROP, better than anyone else.
• Second, you will engage in more and better deals with fewer problems.
• Third, you will all earn greater income from rights of publicity.

We all know that knowledge is power. This book gives you the practical knowledge needed to operate more effectively in the complex world of rights of publicity.