



The American Bar Association

Private Advertising Litigation Committee
Privacy & Information Security Committee

Right of Publicity: A Plague on Social Media

June 27, 2011

12:30 p.m. eastern, 11:30 a.m. central, 9:30 a.m. pacific
Teleseminar

Integration of brands into all kinds of content and new media is giving rise to potential claims that the content is advertising in which a person's name or image cannot be used without a written release. Celebrities can make claims based on social media if there is sponsorship or brand involvement in the content. Traditional notions of a wall between advertising and content in order to avoid these claims may not work in new media. This Program invites listeners to learn the risks, and the strategies for dealing with them.

Moderator: Suzy Wilson, *Arnold & Porter*

Speaker: Rick Kurnit, *Frankfurt Kurnit Klein & Selz*



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