

Summary of Contents

Volume 1

- Chapter 1. History and Development of the Rights of Publicity and Privacy
- Chapter 2. Policy Reasons for the Right of Publicity
- Chapter 3. Elements of Infringement of the Right of Publicity
- Chapter 4. Who and What are Protected by the Right of Publicity
- Chapter 5. Non-Publicity Theories Used to Protect Persona and the Common Law Right of Privacy
- Chapter 6. Legal Sources Defining the Rights of Publicity and Privacy

Volume 2

- Chapter 7. Infringing Use of Personal Identity in a Commercial Setting
- Chapter 8. Infringing Use of Personal Identity in Expressive Works
- Chapter 9. Postmortem Right of Publicity
- Chapter 10. Assignments and Licenses
- Chapter 11. Procedure, Remedies, and Defenses

Table of Laws and Rules

Table of Cases

Index