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Practitioners need to know about several important issues if they are going to advise clients regarding publicity rights—whether the practitioners are advising rights holders such as athletes, actors, or musicians; or are representing companies that use the names, voices, or likenesses of individuals in commercial advertising or promotions.

This panel discussion will focus on the life of a fictional female soccer player from high school through college, the World Cup, and eventually her professional soccer career, and then into her post-career life and death. Topics covered will include:

- Basic publicity rights and emerging issues (i.e., NFTs, fantasy leagues, sports betting) during life and post-mortem. (e.g., who has the right/what does it apply to/how long does it last?);
- Liability and damages associated with misuse of name and likeness and rights of publicity;
- First Amendment issues, including the use of player images or video in tribute, advertising, or sponsored broadcast pieces; and
- International publicity rights applicability to the foregoing issues.

Moderator:

- **Chris Chaudoir**, Senior Counsel, Chevron Corporation (USA)

Speakers:

- **Lindsay Allen**, Counsel, Perkin Coie LLP (USA)
- **Doug Bania**, Founding Principal, Nevium Intellectual Property Consultants (USA)
- **Jeff Cadwell**, Partner, Dorsey & Whitney LLP (USA)
- **Howard Shire**, Partner, Troutman Pepper (USA)

Speakers



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