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May 01, 2022

Right of Publicity: The Life and Times of a Professional Football (Soccer) Player



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)