

## Personality Rights

Association with the right spokesperson can take a brand global overnight. And social media has increased the power of the individual. We know how to manage these types of relationships while protecting your rights.

Violation of personality rights can cause commercial and reputational damage. Protecting yourself, your image, and name can present challenges if you are not adequately prepared. We can help you in challenging infringements and enforcing your rights.

We understand the added complexities of preserving privacy and defending against misrepresentation. We advise on where and when contesting unbalanced or excessive use of name or image is prudent. We also help to defend against the use of a name or image that unfairly portrays you or an assumed personality.

### Representative experience

Nintendo on celebrity endorsement contracts, including Nicole Kidman, Ant & Dec, Girls Aloud, and One Direction, together with advising on advertising campaigns featuring such celebrities.

Negotiated the contract with David Beckham to be the new face of Belstaff, a campaign that has proved hugely successful in raising the brand's profile.

## Practices

Marketing and Advertising

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