The Right of PUBLICITY:
Privacy Reimagined for a Public World

MONDAY, OCTOBER 1, 2018

12:00–1:30 pm
Northeastern University
School of Law
250 Dockser Hall

Light refreshments will be served.

FEATURED SPEAKER
JENNIFER ROTHMAN
Author of The Right of Publicity: Privacy Reimagined for a Public World

Who controls how one’s identity is used by others? This legal question, centuries old, demands greater scrutiny in the internet age. In her new book, The Right of Publicity: Privacy Reimagined for a Public World, Professor Jennifer Rothman of Loyola Law School, Los Angeles, uses the right of publicity — a little-known law, often wielded by celebrities — to answer that question, not just for the famous but for everyone. In challenging the conventional story of the right of publicity’s emergence, development and justifications, Rothman shows how it transformed people into intellectual property, leading to a bizarre world in which you can lose ownership of your own identity. This shift and the right’s subsequent expansion undermine individual liberty and privacy, restrict free speech and suppress artistic works, says Rothman.

The right of publicity has lost its way. Rothman proposes returning the right to its origins and in the process reclaiming privacy for a public world.

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