



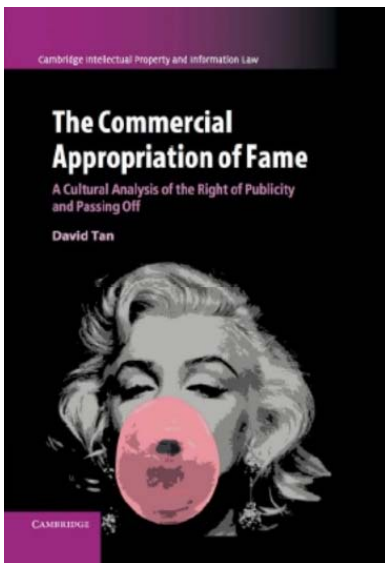
NUS
National University
of Singapore

EW Barker Centre for Law & Business
Faculty of Law

The Commercial Appropriation of Fame

Book Launch with guests Kit Chan and Allan Wu

Friday, 08 September 2017, 5.00pm to 7.30pm
NUS (Bukit Timah Campus), Moot Court



Celebrities can sell anything from cars to clothing, and we are constantly fascinated by their influence over our lifestyle choices. This book makes an important contribution to legal scholarship about the laws governing the commercial appropriation of fame. Exploring the right of publicity in the United States and the passing off action in the United Kingdom and Australia, David Tan demonstrates how an appreciation of the production, circulation and consumption of fame can be incorporated into a pragmatic framework to further the understanding of the laws protecting the commercial value of the celebrity personality. Using contemporary

examples such as social media and appropriation art, Tan shows how present challenges for the law may be addressed using this cultural framework. This book will be of interest to intellectual property law academics, judges, practitioners and students in the United States and common law jurisdictions, as well as those in the field of cultural studies.

Programme Schedule

5.00 pm	Registration & Sale of Book (NUS Law, Moot Court)
5.30 pm	Welcome Speech by Professor Simon Chesterman, Dean, NUS Law
5.35 pm	Introduction of book by Associate Professor David Tan
5.45 pm	In conversation with Kit Chan & Allan Wu (hosted by David Tan)
6.10 pm	Question & Answer Session
6.30 pm	Tea Reception & Book Signing (NUS Law, Block B Level 2 Staff Lounge)
7.30 pm	End of Book Launch

RSVP

Visit <https://tinyurl.com/y8pbhqm2> or
Scan the QR Code below to register by 31st August 2017



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Jane Ginsburg (Columbia)

Morton L. Janklow Professor of Literary & Artistic Property Law and Faculty Director of Kernochan Center for Law, Media & the Arts

'David Tan has masterfully set the legal doctrines that define the market for celebrity in the broader context of cultural studies. The legal analysis, covering several common law jurisdictions, is clear and compelling. The cultural studies perspective illuminates the legal rules: David Tan assigns himself the task of "learning to identify the hidden culture codes and signifying systems that shape our beliefs and behavior" in order to "formulate legal responses that are consonant with such codes." His exposition of the "celebrity trinity": "the celebrity individual, the audience, and the cultural producers" provides a convincing framework through which to understand and critique the current legal landscape.'

Barton Beebe (NYU)

John M. Desmarais Professor of Intellectual Property Law

'David Tan expertly draws upon the cultural studies tradition to provide a wide-ranging, up-to-the-minute, and evenhanded critique of right of publicity law in the U.S., the U.K., and Australia. Though theoretically sophisticated, Tan's critique is emphatically practical. He persuasively sets out the many ways in which cultural studies insights can guide the application and reform of right of publicity law. The Commercial Appropriation of Fame is an important new resource that will be required reading for anyone interested in how the law regulates the commercial – and political – exploitation of fame.'

Rebecca Tushnet (Harvard)

Frank Stanton Professor of First Amendment Law

'David Tan's extensive exploration of the ways in which cultural studies understandings of celebrity correspond to developments in right of publicity law will enrich the legal literature. His discussion and comparison of doctrine in the U.S., the U.K., and Australia further contributes to our understanding of the right of publicity and similar concepts in a global context.'

Megan Richardson (Melbourne)

Professor of Law and Co-Director of Centre for Media & Communications Law and Intellectual Property Research Institute of Australia

'I have been following David Tan's erudite interdisciplinary work on the commercial appropriation of fame for a number of years, and I am pleased to see this book bring his ideas and arguments together in an exemplary fashion. An essential contribution to the literature on the legal effects of celebrity.'

Sonia Katyal (Berkeley)

Chancellor's Professor of Law and Co-Director of Berkeley Center for Law & Technology

'A fascinating study of appropriation, consumption, and the role of law in our celebrity-obsessed culture.'