



New York's Right of Publicity Protecting Names, Portraits and Voices: Not Just For the Living Anymore



May 7, 2021 ~ 3:00 p.m. –5:30 p.m.

Live webcast via Zoom – watch live from any convenient location.

2.0 CLE credits: Skills (appropriate for all attorneys)

New Yorker's have had the right to control the commercial use of their image for years, but starting in May 2021, that right continues after death. Join the BAECs Intellectual Property and Surrogate's Court committees for a 2-hour session on the state's new Civil Rights Law Section 50-f, and how it might impact planning an estate.

In just two short hours, we will review the "right of publicity," assess new rights under the act, and address common estate planning considerations that might be posed by the new law. When we are done, stick around for an optional social half-hour of anecdotes about professional look-alikes and networking!

Who should attend: estate attorneys, attorneys who represent artists and performers, attorneys representing any media, talent agents, publishers, and artistic managers.

Welcome and Introduction/Moderators - Stephanie A. Adams, Esq., Chair, Intellectual Property, Computer and Entertainment Law Committee and Linda Stravalaci Gear, Esq., Chair, Surrogate's Court Committee

Current "right of publicity" universe in NY (and beyond) - Leslie M. Greenbaum, Esq., Gross Shuman, P.C.

What the new Civil Rights Law 50-f creates - Stuart B. Shapiro, Esq., Shapiro Law

Estate Planner Considerations - Britta L. McKenna, Esq., Hodgson Russ LLP and Linda Stravalaci Gear, Esq., Chair, Surrogate's Court Committee

For registration, visit our web site: <https://eriebar.org/events/cle-the-right-to-publicity-not-just-for-the-living-anymore/>
Online registration is encouraged, or you can fill out the form below and email it to cwalsh@eriebar.org

\$50 BAEC Member \$80 Non-Member

The course material will be provided via electronic delivery. Please be sure to add your email address below to ensure delivery.

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Accreditation: The Erie Institute of Law has been certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education in the state of New York.

Cancellation Policy: If you are unable to attend a seminar for which you have already registered, call the CLE department at 852-8687. For a full refund, notice of your cancellation must be received 48 hours in advance of a program. Cancellations received less than 48 hours in advance are subject to a \$5 administrative fee.

Mail or email: Erie Institute of Law, 438 Main Street, Sixth Floor, Buffalo, New York 14202, (716) 852-8687, cwalsh@eriebar.org. We strongly encourage you to register online at www.eriebar.org.

Tuition assistance: Please email mkohlbacher@eriebar.org or cwalsh@eriebar.org to request an application.