

10-14-2010

Right of Publicity in Sports Video Games

New York Law School



presents:

Right of Publicity in Sports Video Games

Lecture by: Tim McIlwain '95, McIlwain Law

October 14, 2010

6:00 p.m.—7:00 p.m.

SW930 (40 Worth Street, enter at 220 Church St.)

Sports video games have always placed an emphasis on having realistic representations of your favorite players. But what happens when in creating that realistic environment, a sports star's identity is used without their permission? How far does an athlete's right to control the commercial value of their identity go? Does the First Amendment protect the video game developers' attempt at recreating the skill set, aesthetic features, and overall identity of another person as an expressive work? Please join us as guest lecturer Tim McIlwain '95 discusses right of publicity issues relating to professional athletes and their depiction in video games and other sports-related intellectual property issues.

If you plan to attend, RSVP to naomi.allen@nyls.edu by October 7, 2010.

