

Rights of Publicity vs. Personality Rights: A Comparative Analysis of the US and UK Legal Frameworks

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In this article, Straat Tenney and Giovanni Visintini compare how the U.S. and UK protect name, image, and likeness, highlighting the U.S.'s expanding patchwork of state right of publicity and digital replica laws versus the UK's reliance on trademarks, passing off, and advertising rules in the absence of a standalone right. It also explains how the rapid growth of AI, deepfakes, and "in the style of" uses is increasing pressure — particularly in the UK — for clearer, statutory protection of personality rights.

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