

**Smart In
Your World**

**It's More Than
a Tag Line**

**Arent
Fox
Is**

Arent
Fox
Is

Saving Legacies



THE WORLD OF DECEASED CELEBRITIES. What do Albert Einstein, the Three Stooges, Maria Callas, Steve McQueen and the Marx Brothers have in common? Arent Fox.

Arent Fox represents the rights of these deceased celebrities and assists their estates with any conflicts or negotiations with motion picture, television and music producers, advertising agencies, licensing companies and stock photo houses that may want to use images or recordings of these legendary figures.

These deals incorporate a variety of niche areas of the law, including understanding the applicable principles of publicity, e-commerce, advertising, First Amendment, estate and intellectual property laws. The representative deals often extend

beyond US borders and require Arent Fox lawyers to be able to consider restrictions imposed internationally, such as the publicity rights in Germany or the trademark laws in Italy.

Arent Fox has served as counsel in a variety of landmark right of publicity cases in California and other jurisdictions.

As a result, the Arent Fox team has become the leading law firm on issues involving post-mortem publicity rights.

**Arent
Fox
Is**

**Smart
in Your
World.**

PRACTICES

Advertising, Sweepstakes and Contests
Antitrust and Competition
Automotive
Bankruptcy and Financial Restructuring
Construction
Consumer Product Safety
Corporate
Energy and Environmental
ERISA
Finance
Food and Drug
Government Contractor Services
Government Relations
Health Care
Hospitality
Insurance
Intellectual Property
International Trade
Labor and Employment
Life Sciences
Litigation
Long Term Care and Senior Living
Media and Entertainment
Nonprofit
OSHA
Political Law
Public-Private Partnerships
Real Estate
Sports
Tax & Estate Planning
Telecommunications
White Collar and Government Investigations

WASHINGTON, DC

1050 Connecticut Avenue, NW
Washington, DC 20036-5339
Tel: 202.857.6000
Fax: 202.857.6395

NEW YORK, NY

1675 Broadway
New York, NY 10019
Tel: 212.484.3900
Fax: 212.484.3990

LOS ANGELES, CA

Gas Company Tower
555 West Fifth Street, 48th Floor
Los Angeles, CA 90013
Tel: 213.629.7400
Fax: 213.629.7401

Smart in your world®
Arent Fox

www.arentfox.com