

at the Faculty of Law and Political Science, Department of Hungarian Legal History

## PUBLIC LECTURE

### Intellectual Property Law

### "Is the UK heading towards the protection of image rights"

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Monday, 2 February 2015, 2:00 - 4:00 pm

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**Abstract:** Beginning with the history, nature and justification of intellectual property rights and image rights in the UK and other jurisdictions, the presentation will analyse the background to and latest developments in the case-law in the UK which deals with the commercial exploitation of an individual's personality. Although a general right of protection for commercial celebrity image or personality has not been recognised in the UK, recent case law has once again examined the question of whether using a celebrity's image on merchandise articles can amount to passing off. A celebrity may currently obtain protection through various statutory and common law rights, such as the developing law of privacy, breach of confidence, copyright and, in particular, the tort of passing off. None of these rights were designed to protect image or personality rights; however, English courts are increasingly stretching the boundaries of traditional common law by recognising the commercial value of celebrity endorsements. It will be considered whether the law of passing off in the UK could be extended beyond the traditional common law situations including false endorsement and false merchandising claims. I will conclude that although traditional common law remedies will evolve, a formal recognition of personality rights remains unlikely in the near future in the UK.

**Dr. Corinna Coors** is a Senior Lecturer in Law at the University of West London. She holds a PhD in Law from the University of Muenster, Germany, and an LLM in International Intellectual Property Law from the University College London. Her primary areas of research and teaching are intellectual property law and media law. In addition, she has been practicing and teaching law in Germany for a number of years. Corinna Coors has published several articles in leading academic journals on intellectual property law, sports law and media law.

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