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ip — the deepfake predicament: right of publicity, defamation & other legal implications

The Beverly Hills Bar Association
BHBA l 9420 Wilshire Blvd 2nd Floor Beverly Hills, CA 90212

March 5, 2020
12:30 PM – 2:00 PM (Pacific Time)

Eleanor M. Lackman will be speaking on the panel, "IP — The Deepfake Predicament: Right of Publicity, Defamation & Other Legal Implications," on Thursday, March 5, 2020 for the Beverly Hills Bar Association.

"IP — The Deepfake Predicament: Right of Publicity, Defamation & Other Legal Implications"
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Deepfakes are manipulated videos that appear real with the use of artificial intelligence. With the rise of "fake news," this concerning phenomenon could be used to effectively manipulate the public. Deepfakes pose an enormous risk to reputations in politics and entertainment, as well as viewers' ability to discern what is real. Intellectual property law may provide recourse, but how would deepfakes be assessed in claims under existing invasion of privacy, defamation, or right of publicity law? Is new legislation warranted to tackle this complex issue head on? How can we promote awareness of this phenomenon and increase the public's ability to discern between a credible source and a hoax? Join us for a dynamic discussion!

Speakers:

- Vera Golosker , Esq.

Metro-Goldwyn-Mayer Studios l Counsel, Business & Legal Affairs

- **Eleanor Lackman, Esq.**

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