



navigating the right of publicity in the age of ai: challenges and opportunities

International Trademark Association (INTA) 2025 Annual Meeting

San Diego, CA

May 17, 2025

Eleanor M. Lackman is speaking on the panel, "Navigating the Right of Publicity in the Age of AI: Challenges and Opportunities," at the International Trademark Association (INTA) 2025 Annual Meeting on May 17, 2025.

About the panel...

The emergence of artificial intelligence (AI) has revolutionized industries, including entertainment, advertising, and media. However, it has also introduced complex legal challenges, particularly concerning the right of publicity. Our panel will shed a first-party perspective on this topic, exploring the intersection of AI and the right of publicity, focusing on how AI technologies impact individuals' rights to control the commercial use of their identities. Join us to gain insights into current legal frameworks, landmark cases, and best practices for navigating this evolving landscape.

Moderator: Mary Innis, Managing Partner and Founder, Innis Law Group LLC (USA)

Speakers:

- Andrew Avsec, Partner, Crowell & Moring LLP (USA)
- **Eleanor Lackman, Partner, MSK (USA)**
- Rick McMurtry, Partner, M|C Law Group (USA)

Click here to view the full agenda.

attorneys

Eleanor M. Lackman

practice areas

Artificial Intelligence (AI)
intellectual property
specialties
trademarks & brands