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# rights of publicity and transformative use cases that have impacted the video game industry

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## **ABA Forum on the Sports and Entertainment Industries Video Games and Digital Media Conference**

San Francisco, CA

March 6, 2012

Marc Mayer will discuss rights of publicity and transformative use cases that have impacted the video game industry as a panelist at the ABA Forum on the Sports and Entertainment Industries Video Games and Digital Media Conference.

### **More Information**

### **attorneys**

Marc E. Mayer

### **practice areas**

entertainment & ip litigation  
video game