



---

# when imitation is not the sincerest form of flattery: deepfakes and personality rights in the u.s.

---

Marc Mayer  
*The AI Revolution: The International Legal Perspective*

October 16, 2024

Marc Mayer authored the article, "When Imitation is Not the Sincerest Form of Flattery: Deepfakes and Personality Rights in the U.S.," in the book, *The AI Revolution: The International Legal Perspective*, published by the International Association of Entertainment Lawyers (IAEL) on October 16, 2024.

*About the book...*

Expert lawyers from around the world will debate how the law is developing, and how it needs to develop further, to harness the power of AI to both enhance and protect the creative industries. The book will deliver essential know-how to both lawyers and the industry.

*From the article...*

"While there has been a great deal of discussion surrounding the need for more robust publicity laws in the wake of generative AI, for the most part existing right of publicity laws should be sufficient to protect celebrities from the most obvious or egregious unauthorized uses."

**Click here** to learn more about the book.

## attorneys

Marc E. Mayer

## practice areas

Artificial Intelligence (AI)  
entertainment & ip litigation  
intellectual property  
specialties