

# KING COUNTY BAR ASSOCIATION

## 1.00 Law & Legal CLE Credit – A/V Approval #1217762

Recorded on March 16<sup>th</sup>, 2022

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Meeting Location	Date	Time	Topic
We are continuing 100% remote access meetings.	Wednesday, March 16, 2022	12:00 PM to 1:15 PM	The Right of Publicity - Simply Name, Image, Likeness (NIL) or Something More?

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### AGENDA

**12:00 PM** Introduction

**12:10 PM** Presentation: ‘The Right of Publicity - Simply Name, Image, Likeness (NIL) or Something More?’ by Alyssa J. Devine, Founder and Managing Attorney, Purple Fox Legal, PLLC

The right of publicity has been recognized in the United States for over a hundred years. Publicity rights entered the public spotlight again following the enactment of New York’s new right of publicity law in May 2021 and California’s Fair Pay to Play Act in September 2021. This CLE will discuss the history of publicity rights, the complexity of this area of law, and why publicity rights matter to businesses.

**1:15 PM** Adjourn

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### SPEAKER BIOGRAPHY

**Alyssa J. Devine, Founder and Managing Attorney, Purple Fox Legal, PLLC** - Alyssa is the Founder and Managing Attorney of Purple Fox Legal, PLLC, which provides business and intellectual property legal services to clients in Tennessee and New York.

Alyssa earned her J.D. and M.B.A. degrees from Indiana University. Pursuing a dual degree granted Alyssa the opportunity to work collaboratively in an environment with talented business minds. In addition to interning with four judges at the state and federal level during law school, Alyssa gained valuable insight while working at a renowned intellectual property management company protecting deceased celebrities’ brands.

Alyssa works with clients to create strategic legal solutions that do not compromise their business values. She views problems from multiple perspectives to create personalized solutions and add value for her clients.

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