

POTENTIAL CLAIMS INVOLVING LIFE RIGHTS

PFEIFFER LAW

	Public Figure Living	Public Figure Dead	Private Person Living	Private Person Dead
Defamation	Reckless disregard standard	No	Negligence standard	No
Right of Publicity	Yes	For 70 years after death (CA)	Yes	For 70 years after death (CA)
Privacy: False Light	Yes	No	Yes	No
Disclosure of Private Facts	Yes	No	Yes	No
Intentional Infliction of Emotional Distress	Yes	No	Yes	No
Copyright	Yes	Yes	Yes	Yes
Trademark	Yes	Yes	Yes	Yes

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