

C O N T E N T S

Preface ix

**1** Copyright 1

**2** Trademarks 64

**3** Terms and Conditions 115

**4** Contracts 136

**5** Rights of Privacy and Publicity 169

**6** Internet and New Media 192

Epilogue 220

Appendix 1: How to Register a Copyright 223

Appendix 2: How to Register a Trademark 229

Acknowledgments 233

Index 236