

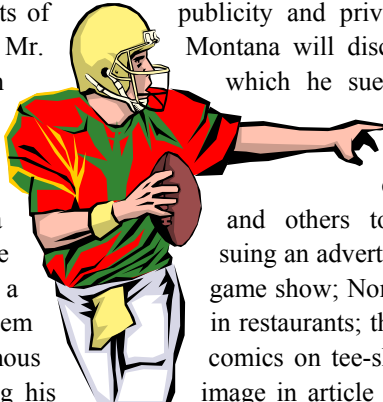
**Celebrities and the Right of Publicity: Joe Montana Takes the Field**  
**TIPS CLE PROGRAM ADVERTISEMENT**

FRIDAY, AUGUST 8, 2003 from 2:00 pm to 5:00 pm

Presidential Showcase Program

Sponsored by Media, Privacy, and Defamation Law Committee, in Conjunction with the Intellectual Property Committee and the E-Commerce Committee, ABA Forum on Communications Law, and ABA Section of Litigation First Amendment & Media Litigation Committee.

Joe Montana, former star quarterback of the San Francisco Forty-Niners, highlights a panel discussing the tension between celebrities' rights of publicity and privacy on the one hand, and the First Amendment on the other. Mr. Montana will discuss his perspectives on the right of publicity, including the case in which he sued the San Jose Mercury News for selling posters of front pages of the Mercury News containing photographs of Montana during his Super Bowl victories. The conflict between celebrities' right to control their images and the right of the media and others to use those images has arisen in numerous contexts: Vanna White suing an advertiser who showed a robot in a red dress turning letters on the state of a game show; Norm and Cliff of Cheers suing based on the use of manikins depicting them in restaurants; the heirs of the Three Stooges suing an artist who sold images of the famous comics on tee-shirts; and Dustin Hoffman, who sued Los Angeles Magazine for using his image in article that depicted actors in famous movie scenes altered to show them wearing new Spring fashions.



In addition to Mr. Montana, the Panel will include expert litigators in right-to-privacy claims. Robert Mezzetti represented Montana in his litigation with the San Jose Mercury News that resulted in a widely cited decision by the California Court of Appeal. Mr. Mezzetti has represented plaintiffs in several other right-of-publicity cases, including astronaut Neil Armstrong. Edward P. Davis, Jr. represented the San Jose Mercury News in the Montana case, and has defended media clients in other actions involving celebrities, such as Donald Sipple, the Republican campaign consultant for George Bush and Robert Dole. Jean Zoeller, Vice-President of Litigation at ABC, represented the company during the trial and appeal of the Dustin Hoffman case.

**Moderator:**

George Freeman, The New York Times Co., New York, NY

**Speakers:**

Joe Montana, Atherton, CA

Robert L. Mezzetti, San Jose, CA

Edward P. Davis, Jr., Palo Alto, CA

Jean Zoeller, ABC, Inc., Burbank, CA