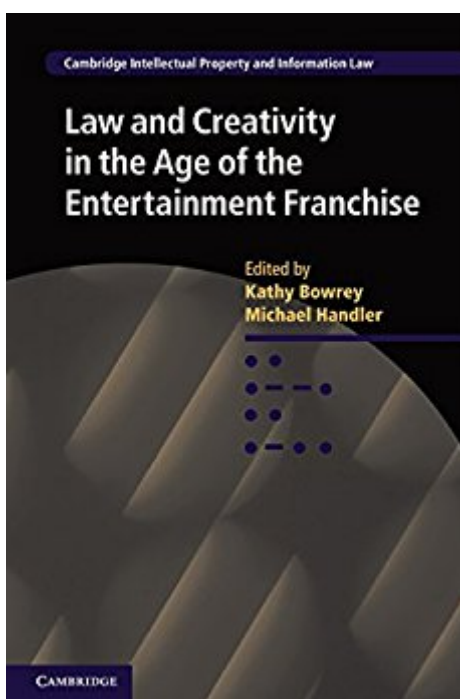


The book was found

# Law And Creativity In The Age Of The Entertainment Franchise (Cambridge Intellectual Property And Information Law)



## Synopsis

Much of the real value in the entertainment industry today lies in franchises – “ fictional universes, entertainment concepts, reinventions of cultural traditions and celebrity – “ that create an ongoing presence in the marketplace. The entertainment franchise now shapes the global cultural landscape. However, scholars have devoted little attention to how intellectual property law has changed or is being stretched in practice to accommodate this type of creativity and form of enterprise. Covering law and practice in jurisdictions such as the UK, the EU, the USA, Australia, Spain and the Caribbean, this collection explores the ‘fit’ of intellectual property laws with specific franchises and tracks the way creators and entrepreneurs work around law’s limitations. Case studies include mega-film franchises, fan activity, hip-hop, the management of celebrity reputation, flamenco, ‘Disneyfied’ theatre, film and television funding, arts festivals and ‘carnival in a box’.

## Book Information

File Size: 3529 KB

Print Length: 252 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Cambridge University Press (October 31, 2014)

Publication Date: October 27, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00N4PLUDE

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,257,509 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #43

in Kindle Store > Kindle eBooks > Law > Intellectual Property > Entertainment #78 in Kindle

Store > Kindle eBooks > Law > Perspectives on Law > Comparative #170 in Books > Law >

Business > Entertainment

[Download to continue reading...](#)

Law and Creativity in the Age of the Entertainment Franchise (Cambridge Intellectual Property and Information Law) Intellectual Property in the New Technology Age: 2016: Vol. I Perspectives, Trade

Secrets and Patents (Intellectual Property in the New Technological Age) Intellectual Property: Supreme Court Contemporary Decisions (Intellectual Property Law Series) Intellectual Property Law in the Sports and Entertainment Industries Copyrights and Copywrongs: The Rise of Intellectual Property and How it Threatens Creativity Entertainment Law: The Law Student's Guide to Pursuing a Career in Entertainment Law The Franchise: Building a Winner With the World Champion Detroit Pistons, Basketballs Bad Boys Intellectual Property Law (Quickstudy: Law) Obviousness In Patent Law (Intellectual Property Law Series) Legally Branded (Brand Law - Logos, Trade Marks, Designs, Copyright & Intellectual Property, Internet Law & Social Media Marketing) 20 Free iPhone, iPad, Android And Kindle Fire Apps For Children Creativity: (Apps to Inspire Creativity) Open Source Licensing: Software Freedom and Intellectual Property Law Emanuel Law Outlines: Intellectual Property Intellectual Property Law Intellectual Property Stories (Law Stories) European Intellectual Property Law Trademark Infringement (Intellectual Property Law Series) Intellectual Property Law Answer Book 2015 Intellectual Property in Government Contracts: Protecting and Enforcing IP at the State and Federal Level Selected Intellectual Property and Unfair Competition Statutes, Regulations, and Treaties (Selected Statutes)

[Dmca](#)