

Dear Readers:

The paper I am distributing, "Selfmarks," was part of the most recent University of Houston IPIL National Conference. It represents my first step toward a broader exploration of the overlap between trademark, privacy, and publicity rights law, all of which protect the individual persona in different but overlapping ways, for different and overlapping reasons. I expect my next project in this research to focus on the appropriation tort and its significant tensions with the treatment of selfmarks under trademark law. In addition to comments about this essay, I will welcome discussion about the broader research project.

I am looking forward to the colloquium!

William McGeeveran