

Zia Modabber Comments on California Law Regarding Celebrity Likeness on NPR

December 9, 2015

Zia Modabber, head of the Los Angeles Litigation and Dispute Resolution practice, was interviewed on NPR's "Planet Money" podcast on the matter of who owns a celebrity's face after he or she dies. The program focused on Frank Sinatra's estate, the recent celebrations for his 100th birthday and how the estate is very particular with regards to how Frank Sinatra's likeness is used. Zia commented on the California civil code that addresses the usage of likeness for a person who's no longer alive, stating, "Essentially what it says is that you can't take someone's name, likeness, signature or voice and use it for commercial gain without permission from that person and if you do that then you are liable and can be sued and forced to pay damages." ("[Frank Sinatra's Mug](#)," December 9, 2015)

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