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**UT LAW | CLE**

**TEXAS Law**  
The University of Texas at Austin  
School of Law

# Protecting an Artist's Legacy with Estate & Intellectual Property Succession Planning

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## The Assets

- ▶ Musical compositions copyrights
- ▶ Sound Recording copyrights
- ▶ Name, image, likeness/right of publicity
- ▶ Social media / digital assets
- ▶ Visual and audio/visual assets – copyrights
- ▶ Equipment and instruments
- ▶ Physical and digital tracks/sound recordings
- ▶ Physical inventory of cds/albums/merch
- ▶ Contracts, licenses, revenue streams

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# Failing to Plan ... Mostly



<https://bit.ly/PrinceCaseFile>

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# Copyrights



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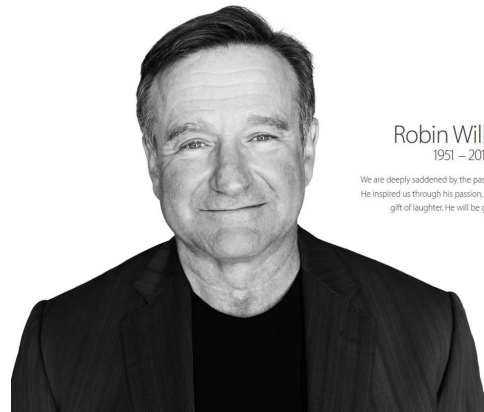
# Trademarks



PRINCE

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# Right of Publicity



Robin Williams  
1951 – 2014

We are deeply saddened by the passing of Robin Williams. He inspired us through his passion, his generosity, and the gift of laughter. He will be greatly missed.

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Also available as part of the eCourse

[Protecting an Artist's Legacy with Estate and Intellectual Property Succession Planning](#)

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33<sup>rd</sup> Annual Entertainment Law Institute session

"Protecting an Artist's Legacy with Estate and Intellectual Property Succession Planning"