

Contents

Introduction · 1

PART I

The Big Bang

1. The Original “Right of Publicity” · 11
2. From the Ashes of Privacy · 30
3. A Star Is Born? · 45

PART II

The Inflationary Era

4. A Star Explodes · 67
5. A Star Expands · 87

PART III

Dark Matter

6. The (In)alienable Right of Publicity · 115
7. The Black Hole of the First Amendment · 138
8. A Collision Course with Copyright · 160

Epilogue: The Big Crunch · 181

NOTES · 187

ACKNOWLEDGMENTS · 227

INDEX · 229