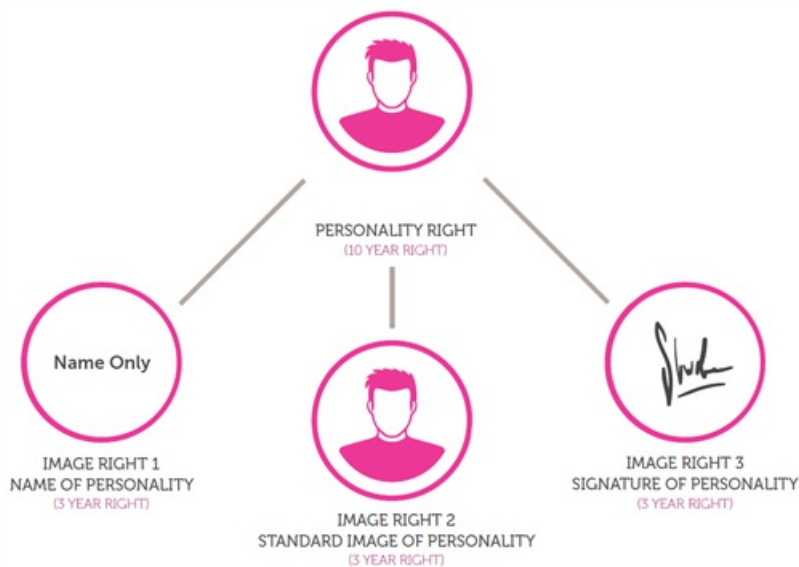


GUERNSEY IMAGE RIGHTS - A SNAPSHOT GUIDE

APRIL 2016



FEATURES

- All rights renewable, therefore able to exist in perpetuity
- All rights able to be assigned and licensed independently of one another
- Anything which is associated with the personality is able to be registered. The above are just some examples which may also include voice file, gesture, mannerism, other images, video clips etc.
- Can be owned by the personality themselves, an image rights company or any third party owner anywhere in the world

ADVANTAGES

- Clarity of Right - clear as to subject of contract and/or licence
- Ability to structure a unique portfolio of rights
- Ability to pass these rights as part of estate planning
- Potential tax planning opportunities

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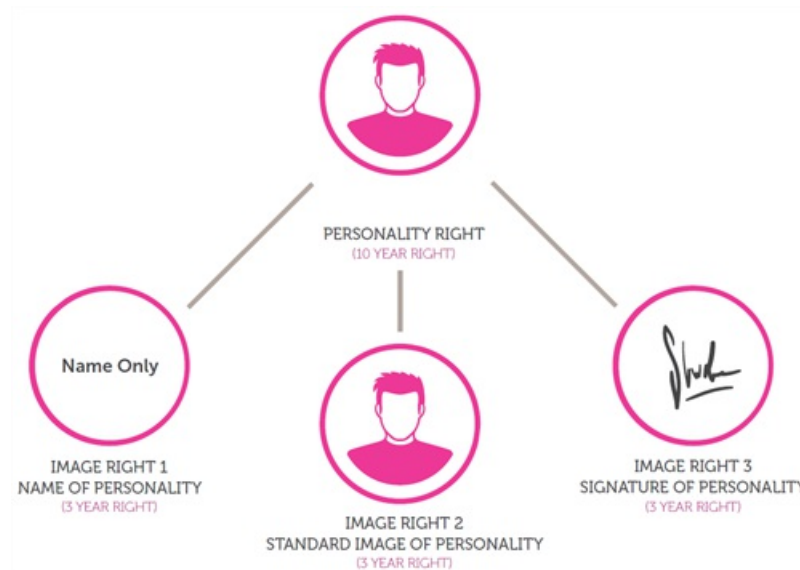


- Potential enforcement of rights
- Can form part of a wider on-going IP portfolio
- No requirement for either fame or goodwill in order to own or transfer the rights

COSTS

- Typical cost of £2,500 for individual to register personality right together with 3 image rights
- Extra image rights able to be added at any time during the registration - £250 per image right
- All costs include both registry and professional fees

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ADVANTAGES

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- Ability to structure a unique portfolio of rights
- Ability to pass these rights as part of estate planning
- Potential tax planning opportunities
- Potential enforcement of rights
- Can form part of a wider on-

COSTS

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- Extra image rights able to be added at any time during the registration - £250 per image right
- All costs include both registry and professional fees

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