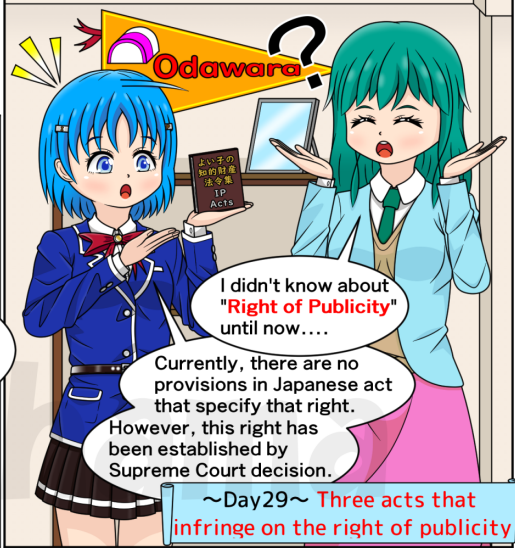


This is precisely the significance of the February 2, 2012 decision in the "Pink Lady Case."

This decision states that three acts constitute a violation of the right of publicity.



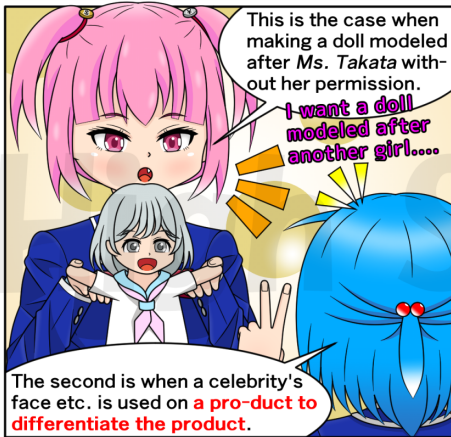
Odawara?

I didn't know about "Right of Publicity" until now....

Currently, there are no provisions in Japanese act that specify that right.

However, this right has been established by Supreme Court decision.

~Day29~ Three acts that infringe on the right of publicity



This is the case when making a doll modeled after Ms. Takata without her permission.

I want a doll modeled after another girl....

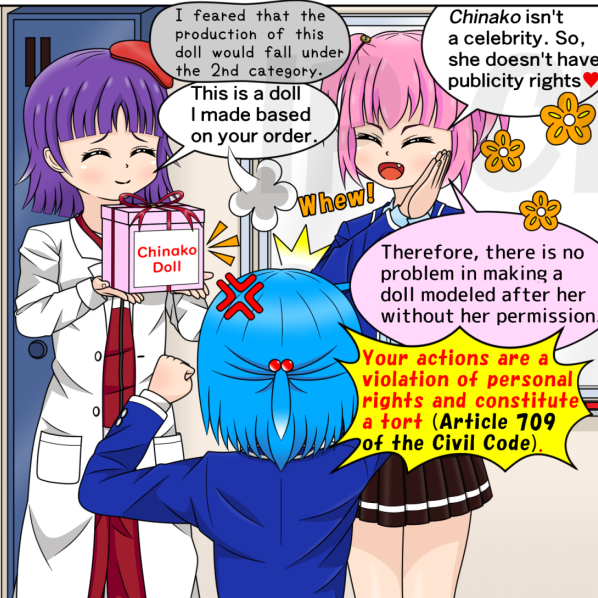
The second is when a celebrity's face etc. is used on a product to differentiate the product.



This is the case when creating a poster of the famous voice actor Takata Kawawa without her permission.

How precious she is....

The first is when a celebrity's face etc. is used in a product that can be enjoyed independently.



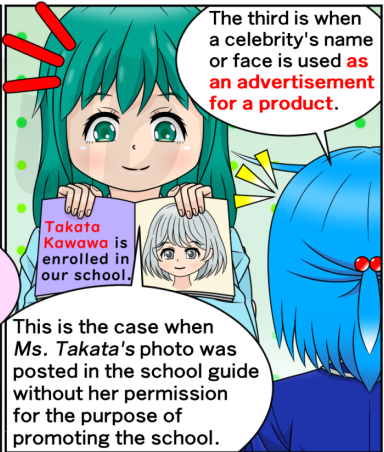
I feared that the production of this doll would fall under the 2nd category.

This is a doll I made based on your order.

Chinako isn't a celebrity. So, she doesn't have publicity rights.

Whew! Therefore, there is no problem in making a doll modeled after her without her permission.

Your actions are a violation of personal rights and constitute a tort (Article 709 of the Civil Code)



The third is when a celebrity's name or face is used as an advertisement for a product.

Takata Kawawa is enrolled in our school.

This is the case when Ms. Takata's photo was posted in the school guide without her permission for the purpose of promoting the school.