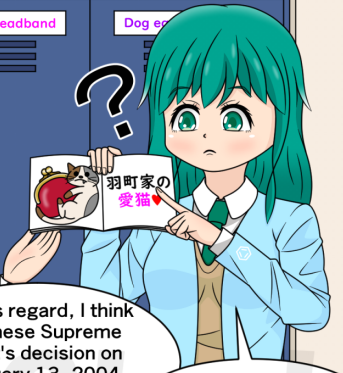


Cat ears headband

Dog ears



In this regard, I think Japanese Supreme Court's decision on February 13, 2004, "Gallop Racer Case" can be helpful.

This kitten looks exactly like its owner.

In fact, animal stars have "goodwill". If I used her famous cat in an advertisement without permission, would that constitute an infringement of her publicity rights?

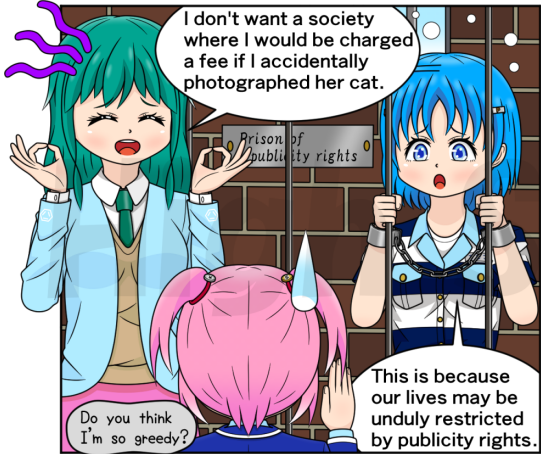


New I'd like to get a new kitten

However the kitten is a bit ferocious.

Well, you're planning to make a lot of money by letting the kitten learn tricks.

~Day 31~ You're my pet



I don't want a society where I would be charged a fee if I accidentally photographed her cat.

Prison of publicity rights

Do you think I'm so greedy?

This is because our lives may be unduly restricted by publicity rights.



Please lend me your cat ears headband, Misube-chan.

This decision states that owners don't have exclusive rights to the names or appearances of their animals.

In other words, objects have no right of publicity. But why?

Hmm, how cute



Then, I'd like to ask you to register a trademark for "Chinako".

I won't be your pet!

This cat is very ferocious, so be careful.

Ooops!



So, aren't pets' names and appearances protected at all by law?

No. They may be protected by other IP Acts

Sigh...

For example, if you register your pet's name as a trademark, you'll have exclusive rights to it.