



The Little Book of Elvis Law (ABA Little Books Series)

Cecil C., III Kuhne

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Elvis Aaron Presley was a true icon of 20th century American culture. From the beginning, Elvis and his business advisors were well aware of his fame and immediately sought to capitalize on it. He entered into license agreements to use his name and likeness in connection with the marketing and sale of countless consumer goods. It is against this financial backdrop that a sizeable body of litigation has arisen, leading to the fascinating cases captured in The Little Book of Elvis Law. Among many paternity suits and recording contracts, these cases also involve: Priscilla Presley, a bar called The Velvet Elvis, a death certificate investigation, a 16-hour-long documentary, a magazine photo spread, and an agreement with television host Geraldo Rivera. Enjoy this fun and intriguing look into the trials and tribulations of The King.



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