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## Trademarks that Allude Humorously to Other Trade Secrets

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remuneratedn other ways for their abour. I protecting personhood were ones goal the right of cebbrity woutbe a poor way to achieve it. e right protects the ability of cebbrities to make money from their personal ability not particularly cose to the heart of personality evelopment and/es nothing to prevent iscosure of intimate etails concerning cebbrity's lives. Last but not bast, the right of cebbrity excerbates the centralization of semiotic power in the UnitedStates andunermines popular controlover popular cuture. A few inuential courts have begun to take notice. For example, in a recent ecision,