

Index

- “Aberrant Art” (Kite), 44
 Abrams, Floyd, 117
 Academy of Motion Pictures Arts and Sciences, 71
Adios, Barbie (Edut), 89
 Adobe Systems, 184–85, 187–88
Ads (Warhol), 54
Adventures of Sam Spade, The (Hammett), 108
 advertising, 100, 198–201
 appropriation of, 39
 See also individual names of advertisers and campaigns
 Aerosmith, 21, 29
 agriculture, 230
 Aharonian, Greg, 229–30
 Aibo Entertainment Robot (Sony Corporation), 185–86
 AiboPet, 185–86
 Air Pirates, 40, 106–9
Air Pirates Funnies, 107–9
 Albie’s Foods, 228
 Alcatel, 175
 Algorithmic Arts, 35
Alice in Wonderland (Disney film), 70
Alice’s Adventures in Wonderland (Carroll), 187–88
 “Alone Again (Naturally)” (O’Sullivan), 27
 alphabet
 American Alphabet, 47
 design and, 65
 “Mc,” 212–13
 “O,” 213–14
 “U2,” 30, 214–15
 “WWE,” 215
 “WWJD,” 215–16
 Amateur Sports Act, 113
 Amazon.com
 best sellers list on, 163
 one-click online shopping and, 229, 233–34
 Ambrosi, Christie, 171
American Alphabet (Cody), 47
 American Camping Association, 15
 American Library Association, 166
 American Medical Association, 160
 Andrews Sisters, 105
 Angel, Elayne, 220–21
 Anheuser-Busch, 100
 Anti-Cybersquatting Consumer Protection Act of 1999, 83. *See also* cybersquatting
 anti-hacking laws, 201–2
 Appel, Sharon, 43
 Apple Computer, 54
 appropriation, 39–41, 63–64
 fan fiction and, 72–76
 Groucho Marx on, 5–6, 60–63, 110–11
 in parody, 22
 Aqua, 85–86
 ®TMARK (“Artmark”) group, 88
 Arts & Entertainment Network, 172–74
 ASCAP (American Society of Composers, Authors and Publishers), 6, 14–17
 Associated Press, 46
 Association of American Publishers, 209–10
Atlanta Journal-Constitution, 135

- Atlantic Recording Corporation, 104
 AT&T, 235–36
 “Attribution” (Creative Commons), 248
 Aunt Jemima character, 50–52
 “Aunt Jemima doctrine,” 212
 “Aura Lee” (Poulton), 17
Austin Powers, 97–98
 Australian Performing Rights Association, 238–39
 authorship. *See* copyrights; creativity
- Bach, P.D.Q., 18
 Badin, Roxana, 40
 Baio, Andrew, 149
 “Banality Show” (Koons), 42
 Banyai, Istvan, 241
 “Barbie Girl” (Aqua), 85–86
 Barbie Liberation Organization, 88
 Barbie (Mattel), 6, 84–93
 “Alternative Barbies,” 86–87
 “Barbie Girl,” 85–86
 Body Outlaws, 89
 “Dungeon Doll,” 87
 Food Chain Barbie, 47, 89–93
 Lilli, 88–89
 Miller’s, 87
 public domain and, 88–89
 Barlow, Anne, 48
 Barnesandnoble.com, 163, 229
 Barney Rubble character, 47
 Barrie, J. M., 70, 71
 Bartók, Béla, 17
 Batt, Michael, 217–18
 Baum, L. Frank, 50
 bawdy spoofs, 103–9
Beachwood Voice, 123
Bear, The (Chekhov), 60
 Beastie Boys, 26, 30
 Beatles, 27, 31
 Beebe, Morton, 40
 Benjamin, Robert H., 142
 Benkler, Yochai, 170, 251
 “Be Prepared” poster, 101–2
 BeProud.com, 93–94
 Berard, Michael, 100
- Berio, Luciano, 18
 Bert (*Sesame Street* character), 47
 Betamax case, 198, 208
 Béthune, Christian, 24
 Bettmann Archives, 50
 Bezos, Jeff, 229, 234
 Bikram Yoga, 224–27
Bikrum’s Beginning Yoga Class (Choudhury), 224
Bild (Germany), 88
 Billings, William, 163–164
 Billy doll, 93–94
 biopiracy, 230
 biotechnology industry, 230
 Birch, Stanley F., Jr., 179
 Bizet, Georges, 64
 Biz Markie, 27
 BizStarz, 122
Black Album (Jay-Z), 31
 Blackboard Inc., 184
 Blair, Ross W., 95
 “Blowin’ in the Wind” (Dylan), 19
 Blue, Ben, 62
 blues music, 18–19. *See also* music;
 individual names of songs and artists
- Blum, Alan, 100
 BMG Music, 190–91
 BMI (Broadcast Music, Inc.), 16
Body Outlaws (Edut), 89
 Boisson, Judi, 65
 Bolling, Ruben, 155
 Bolton, Michael, 33–34
 Bono, Mary, 150
 Bono, Sonny, 148, 150. *See also*
 Copyright Term Extension Act
 “Boogie Woogie Bugle Boy of
 Company B, The” (Andrews
 Sisters), 105
 book publishers, 209–10
 book sellers, 163
 bootleg remixes, 28–31
 Boucher, François, 44
 Bradbury, Ray, 7
 brand images, 48. *See also* logos;
 trademarks

- Brennan, William J., 169
 Breyer, Stephen, 152
 Bridgeman Art Library, 44–45
 Brighton Ski Resort, 114
 Brillo, 49
 Brockmeyer, Ronald, 213–14
 Brown, Glenn Otis, 30
 Brown, Joe E., 62
 Budweiser, 100
 building codes, 158–60
 Bull, Clarence, 50
 Burgess, Anthony, 199
 Burrell, Carol, 76
 Burton, Brian, 30–31
 Buzash, George, 155
- Cabbage Patch Kids, 102
 4' 33" (Cage), 217–18
 Cage, John, 217–18
 Calder, Alexander, 55–57
 California Supreme Court, 142
 Campbell's Soup, 49
Campbell v. Acuff-Rose Music, Inc.
 "O, Pretty Woman" and,
 22–23, 103
 U2/*Negativland* and, 30, 214–15
 The Wind Done Gone and, 179
Cape Cod Voice, 123
 Capitol Records, 27
 Capra, Frank, 57
 Caprioglio, Gene, 217–18
 Carawan, Guy, 20
Carmen Jones, 64
 Carson, Johnny, 135–36
 Carter Family, 19
Casablanca, 5–6, 60–63, 110–11
Casey Kasem's Top 40, 214–15
 Caterpillar, 129
 Caulfield, Patricia, 49
 CBS, 108, 172–74
 cease-and-desist letters, 74–75, 95, 236
 celebrities
 depicted in art, 143
 endorsements by, 132
 See also *individual names of celebrities*
- Chamberlain Group, 190
 Chanel, Coco, 68
 Chanel perfume, 51, 54
 charities, 229
 Charles Schwab & Co., 130
 Chase Manhattan Bank, 130
Cheers, 139
 Chekhov, Anton, 60
 Chernin, Peter, 207
 Chicago Bulls, 123–24
 Chiffons, 32, 33
 chillingeffects.org, 185, 246. See also
 Electronic Frontier Foundation
 "Choir" (Newton), 26
 Choudhury, Bikram, 224–27
 Christian merchandising industry, 216
 Chuck D, 24–25
 Cingular, 175
 citation reform, 156–58
 Clark, Mary Ann, 35
 Clarke, Celia, 220
Classical Graffiti (Planets), 217–18
 classical music, 152–53. See also *music*;
 individual names of composers and
 works
- Clockwork Orange* (Burgess), 199
 CNNdn, 130
 CNNfn (Cable News Network), 130
 "Coase's Penguin" (Benkler), 251
 Coca-Cola, 52, 101
Coca-Cola Co. v. Gemini Rising, 101
 Cody, Heidi, 47
 colors, trademarking of, 219–20
 Committee for Economic
 Development, 202, 249
 commons concept, 67, 251–53
 "community ownership," 20
 competition, 188–90
 compulsory licenses, for music, 21
 Computer Fraud and Abuse Act, 165
Confessions of a Yakuza (Saga), 19, 21
 Consumer Broadband and Digital
 Television Promotion Act, 203–4
 Consumer Project on Technology, 130
 consumer protection, 83–84

- Consumer Whore* (Dwyer), 46–47
- content control, 195–96
- advertising, 198–201
 - computer destruction proposal, 201–3
 - copy-protection systems and, 190–94, 203–7
 - morality and, 207–10
 - See also* Digital Millennium Copyright Act (DMCA)
- “content industries,” 11
- “content providers,” 3
- Content Scrambling System (CSS), 204
- Coombe, Rosemary J., 60
- “Copyright: The Politics of IP” (Wentworth), 246
- “Copy It, Steal It, Share It” exhibit, 48
- copy-protection systems, 190–94, 203–7. *See also* Digital Millennium Copyright Act (DMCA)
- copyrights, 2, 62–63, 245–53
- best-selling books and, 163
 - building codes and, 158–60
 - classical music and, 152–53
 - competition and, 188–90
 - Copyright Act of 1976, 22, 45, 92
 - Cultural Icon Protection Act and, 176–79
 - Dewey Decimal Classification System, 154–56
 - fact databases and, 165–66
 - fictional character ownership and, 108
 - goals of, 7–8
 - legal case pagination and, 156–58
 - licensing and, 21, 27, 28, 67, 248
 - Mechanical-Copyright Protection Society, 217
 - news and, 167–72
 - origin of, 37, 150, 180–82
 - of public events, 172–75
 - punishment for infringement of, 201–3
 - restoration, 153
 - rights of individual authors, 78
 - in sports, 160–62
 - spurious claims, 163–64
 - terms extended by Congress, 72, 145–46, 148–52, 177–78
 - See also* Digital Millennium Copyright Act (DMCA); intellectual property; public domain; *individual names of copyright disputes*
- Copyrights and Copywrongs* (Vaidhyanathan), 26–27, 111
- Copyright Term Extension Act, 72, 145–46, 148–52, 177–78
- Corley, Eric, 205
- Coufey, Richard, 134
- “Country Blues” (Waters), 18
- “cover” versions, of songs, 21. *See also* music
- Creative Commons, 67, 248
- creativity, 3–5
- “crew,” 129
- Cruger, Roberta, 29
- Crump, Andre, 35–37
- Cultural Icon Protection Act, 176–79
- culture, 4–5, 41–42, 58–60
- appropriation and, 38–41, 60–64
 - commons concept, 251–53
 - composers and, 16
 - cultural artifacts, 40
 - fan fiction, 72–76
 - folk traditions and, 64–68
 - Gettysburg ghost stories, 68–69
 - “Illegal Art” exhibit and, 46–48
 - mobiles and, 55–56
 - parody and, 41–46
 - privatization of, 40–41
 - public domain and, 57, 69–72
 - shared cultural memory, 140–42
 - video game characters, 76–79
 - Warhol’s use of trademarks and, 48–55
- “Cunnilingus Champion of Company C” (Wilson), 105
- Curtis Licensing Company, 55
- Cwalina, Debby, 16
- cybersquatting
- Anti-Cybersquatting Consumer Protection Act of 1999, 83

- International Olympics Committee, 171
- Nissan Motor Co., Nissan Computer Corp., 128
- Daily Hampshire Gazette*, 235
- Dallas Cowboys cheerleaders, 106
- Danger Mouse (rap artist), 30–31
- Danjac Productions, 97–98
- “Dardanella” (Fisher), 32
- Database and Collections of Information Misappropriation Act, 165
- databases, 165–66
- Davezilla.com, 124
- David, Jacques-Louis, 43
- Da Vinci, Leonardo, 41–42
- Day in Hollywood, A Night in the Ukraine, A*, 60–61
- “Day the Violence Died, The” (*Simpsons*), 242–43
- DC Comics, 1–3, 50
- Dean, James, 55
- Debbie Does Dallas*, 106
- DeCSS, 204–5
- Dees, Rick, 103–4
- Def Jam Records, 26
- DeLong, James V., 16
- Demers, Joanna, 24, 28
- derivative works, 21, 59. *See also* copyrights
- descendibility, 138
- Despair, Inc., 233
- Dewey, Melvil, 154
- Dewey Decimal Classification System, 154–56
- Diebold Election Systems, 192–94
- Diggs, Joetta Clark, 171
- Digital Millennium Copyright Act (DMCA), 180–82
 - Aibo Entertainment Robot, AiboPet, 185–86
 - competition and, 188–90
 - Content Scrambling System and, 204
 - control and, 195–96
 - copy-protection systems and, 190–94
 - e-books and, 184–85, 187–88
 - protests against, 246–47
 - scientific research and, 182–85
- digital sampling. *See* sampling
- Dilbert*, 233
- DiMeglio, J., 62
- Walt Disney Company
 - Air Pirates and, 40, 106–9
 - Eldred v. Ashcroft*, 148–52, 246
 - Mickey Mouse*, 52–54
 - public domain material and, 59
 - Simpsons* parody and, 242
 - trademark dilution and, 74
 - use of public domain material, 69–72
- Distracted by Intense Conversation and Personal Problems* (Kite), 44
- Dixon, Willie, 18
- DNA Copyright Institute, 35–37
- Doctors Ought to Care, 99–100
- domain names, Internet, 124–28, 128–30. *See also* individual domain names
- Downey, Morton, Jr., 136
- Downhill Battle, 31
- Dracula character, 50
- Dre, 141
- “Dream On” (Aerosmith), 21
- Dreyfuss, Rochelle Cooper, 81–82
- Drummond, Jon, 237–40
- Duchamp, Marcel, 41042
- “Dungeon Doll” (Pitt), 87
- Dunn, John, 35
- Duran, Susan, 101
- DVDs (digital video discs)
 - commercials on, 199
 - copy-protection systems, 204–5
 - region coding and, 205
- Dwyer, Kieron, 46–47
- Dylan, Bob, 19, 21
- East of Eden*, 55
- eBay, 78
- e-books
 - DMCA and, 184–85, 187–88
 - in libraries, 209–10
- Edition Peters, 217–18

- Edut, Ophira, 89
- Einstein, Albert, 4, 50
- Eisenhower, Dwight, 64
- Eisenstadt, Alfred, 45
- ElcomSoft, 184–85
- Eldred, Eric, 148–52, 246
- Eldred v. Ashcroft*, 148–52, 246
- Electronic Frontier Foundation,
126, 151
- Diebold and, 193–94
- SDMI and, 183
- on Skylink, 190
- web site of, 185, 246
- Elliott, Missy, 29, 30
- Ellis, Robert L., 189
- Elsmere Music, Inc., 104
- embedded advertising, 199
- Eminem, 21, 29
- EMI Records, 31
- emoticons, 232–33
- Enchilada Barbie* (Forsythe), 89–90
- encryption systems, 182–85
- England, copyright laws of, 180
- EnronOwnstheGop.com, 130
- Entrepreneur*, 122
- “entrepreneur,” 121–22
- Entrepreneur Illustrated*, 122
- Entrepreneur Media Inc., 122
- EntrepreneurPR, 122
- eToys, 125
- European Court of Justice, 220
- EverQuest*, 76–77
- Exécution de Maximilien, Le* (Manet), 43
- fact databases, 165–66
- Fahrenheit 9/11*, 7
- Fahrenheit 451*, 7
- “fair and balanced,” 135
- fair use doctrine, 2, 145–46
- Campbell v. Acuff-Rose Music, Inc.*,
22–23, 98, 103, 179, 204
- Ford memoirs and, 168–69
- Ginsburg on, 151–52
- “I Love New York,” “I Love
Sodom,” 104
- Puppies, String of Puppies*, 42
- secondary creativity, 74
- The Wind Done Gone*, 179
- See also copyrights; music; parody
- Fair Use* (Negativland), 214–15
- Falwell, Jerry, 130
- fandom.com, 76
- fan fiction (fan-fic), 72–76
- Fanton, Darla, 66
- Farmer, Earl, 127
- Farnsworth House, 69
- fashion industry, 67–68
- federal court cases, pagination of,
156–58. See also individual names
of courts and court cases
- Fédération Internationale de Football
Association, 122
- Feldman, Ron, 49–50, 52–55
- Fellini, Federico, 134–35
- Felten, Edward, 182–85, 204
- Female Entrepreneur*, 122
- Fempreneur*, 122
- Ferguson, Niels, 184
- Field, Claire, 127–28
- Fields, W. C., 62
- Fifth Amendment, 114
- Financial Times Silhouette*, 48
- First Amendment, 131
- advertising and, 100
- copyright law and, 145–46
- A Day in Hollywood* ruling and, 60–61
- DMCA and, 183
- protection of pornography, 105–6
- publicity rights and, 142–44
- first-sale doctrine, 145, 181
- Fisher, Fred, 32
- Fisher, Marvin, 103–4
- Flag* (Johns), 40
- Fleischmann, Trude, 50
- Flintstones, The*, 47
- Flowers* (Caulfield), 49
- Fogarty, Lori, 56
- folk traditions, 64
- Disney and, 69–72
- needlepoint patterns, 66–68
- quilt designs, 65–66
- See also culture

Index

297

- Food Chain Barbie* (Forsythe), 47, 89–93
 Ford, Gerald, 167–69
 Ford Motor Company, 125–26
 Foreman, Matt, 94
 Forsythe, Tom, 47, 89–93
Fortune, 61
 Fox Movietone News, 173
 Fox Network, 71, 75, 207
 Fox News Channel, 114–17, 135
 framing, 169–70
 Franken, Al, 114–17, 135
Freedom of Expression, 235
 “freedom of expression,” as copyrighted term, 234–36
 Freeman, George, 162
 Free Republic, 169–70
 free software, 67
 free speech
 Aibo Entertainment Robot,
 AiboPet, 185–86
 competition and, 188–90
 e-books and, 184–85, 187–88
 scientific research and, 182–85
 See also Digital Millennium
 Copyright Act (DMCA)
 Froomkin, A. Michael, 127
 “frowny” emoticon, 232–33
 Fruit of the Loom, 94–97
 Frumento, John Lo, 16
 Future of Music Coalition, 247
- Gaines, Jane M., 75
 Gandalf the Wizard Clown, 74
 Garbage Pail Kids, 102
 Garbo, Greta, 50
 Gardner Pie Co., 228
 Garland, Judy, 139
 Gasaway, Laura, 156
 Gates, Henry Louis, Jr., 176
 “Gay Olympic Games,” 112–14
 Geist, Michael A., 125
 General Electric, 101
 General Public License (GPL), 67
 genetic information, 34–37, 230
 “Genital Electric,” 101
Genoma Music, 35
- Gettysburg ghost stories, 68–69
 Getz, Stan, 140
 “Ghosts of Gettysburg Candlelight
 Walking Tour” (Nesbitt), 69
 G.I. Joe, 88
 “gift economy,” 65
 Gilberto, João, 140
Ginger and Fred, 106, 134–35
 Ginsburg, Ruth Bader, 151–52
 “Girl from Ipanema, The,” 139–40
 Girl Scouts
 music in camps, 14–17
 poster featuring, 101–2
 GNU/Linux operating system, 67
 “Godzilla,” 124
 Golan, Lawrence, 153
Golan v. Ashcroft, 153
Goldfinger, 97–98
Goldfish (Matisse), 43
 Goldmark, Andrew, 33
Goldmember, 97–98
 Goldstein, Al, 105–6
 Goldstein, Paul, 160
Gone with the Wind (Mitchell), 52,
 176–79
 “Good Night Sweetheart,” 17
 Gordon, Wendy, 59
 Gosnell, Charles F., 196
 Gould, Sanja, 223
 Goya, Francisco de, 43
Grateful Sailor (Eisenstadt), 45
Great American Nude #26
 (Wesselmann), 43
Greatest Homosexual, The (Rivers), 43
Grey Album, The (Burton), 30–31,
 246–47
 “Grey Tuesday,” 31, 246
 Groening, Matt, 241
 Guggenheim Museum, 90
 Guthrie, Woody, 65
 Carter Family and, 19
 “Union Maid,” 2–3
- Haacke, Hans, 40
 Haig, Alexander, 168
 Halderman, John “Alex,” 190–91

- Hamilton, Frank, 20
 Hamilton, Margaret, 50
 Hammerstein, Oscar II, 64
 Hammett, Dashiell, 108
 Hand, Learned, 32–33, 212
 Handler, Ruth, 88
 Harlem Globetrotters, 219
 Harley-Davidson, 219
 Harper & Row, 167–69, 173
Harper & Row v. Nation Enterprises,
 167–69, 173
 Harpo Print LLC, 213–14
 Harris, Bev, 192–94
 Harris Interactive Survey, 202
 Harrison, George, 32, 33
Harry Potter, 6, 127–28
 harrypotterisawizard.co.uk, 128
 Hatch, Orrin, 201–3
 Hatha yoga, 226, 227
 Hawthorne, Nathaniel, 148
 Heald, Paul J., 163–64
 Hearst Corporation, 213–14
 Helyer, Nigel, 237–40
 Hentoff, Nat, 123
 “Here’s Johnny,” 135–36
 “He’s So Fine” (Mack/Chiffons), 32, 33
 High Bandwidth Digital Content
 Protection (Intel Corporation),
 184
 hip-hop, 24–25. *See also* sampling
 Hirsch, Elroy “Crazylegs,” 134
 Hogg Wyld, Ltd., 101
 Hollings, Fritz, 203–4
Hollywood Reporter, 98
 Holmes, Oliver Wendell, 129, 142–43
 Homer, 63
 Horovitz, Jed, 247
 Horton, Zilphia, 20
 Host International, 139
 Houghton Mifflin, 177–79
 Howard Rice Nemerovski Canady
 Falk & Rabkin, 90, 91
 Howlin’ Wolf, 18
Huckleberry Finn (Twain), 63
 HUD, 135
 Hughes, Fred, 49
 Hutcheon, Linda, 43
 Hyde, Lewis, 64
 HyperLaw, 158
 ibiblio.org, 154–56
 ICANN (Internet Corporation for
 Assigned Names and Numbers),
 125, 129, 130
 “I have a dream” speech (King), 7,
 172–75
 “Illegal Art: Freedom of Expression in
 the Corporate Age” exhibit,
 46–48, 246
 “I’ll Overcome,” 20
 “I Love New York” (Elsmere Music),
 104
 “I Love Sodom,” 104
 image. *See* publicity rights
In His Steps (Sheldon), 216
 “Injunction Generator” (UberMorgen),
 236
 Intel Corporation, 127, 151, 184
 intellectual property, 2, 211, 227–31
 alphabet as, 47, 65, 211–16
 derivative names and, 5–7
 extent of, 11
 goals of, 7–8
 “Illegal Art” exhibit and, 46–48
 patents and, 227–31
 sensory experience as, 218–21
 silence as, 217–18
 Starbucks interior as, 221–24
 World Intellectual Property
 Organization, 129, 130, 246
 yoga postures as, 224–27
See also patents
 International Olympic Committee
 (IOC), 171–72
 Internet, 148, 246
 domain names, 128–30
 framing, 169–70
 Olympics and, 170–72
 patented practices of, 228–29
 super-trademarks, 124–28
See also Digital Millennium
 Copyright Act (DMCA)

- Internet Partnership for No Internet
Content (IP-NIC), 236–37
- Internet Protocol—Network
Information Center (IP-NIC),
236–37
- Ipanema, Brazil, 140
- Island Records, 214
- Isley Brothers, 33–34
- “I Still Haven’t Found What I’m
Looking For” (U2), 30, 214–15
- It’s a Wonderful Life*, 57
- J. Crew, 129
- Jacobs, Peter, 191
- Jaguar, 125–26
- James Bond, 97–98
- Japan
East of Eden in, 55
Warhol’s *Mickey Mouse* in, 53–54
- Jaroslovsky, Rich, 162
- Jaszi, Peter, 150
- Jay-Z, 30, 31
- Jefferson, Thomas, 8
- Jenkins, Henry, 73
- jerryfalwell.com, 130
- Jireh Publishing, 144
- J.M. Smucker Co., 227–28
- Jobim, Antonio Carlos, 140
- Johansen, Jon, 204–5
- Johns, Jasper, 40
- Jones, Paul, 154–56
- Jones, Spike, 134
- Jonze, Spike, 134
- Jordache Jeans, 101, 118
- “Jordan” (Billings), 163–64
- Julius Caesar* (Shakespeare), 63
- Kafka, Franz
on ownership of the law, 158
photo of, 49
- Kahle, Brewster, 47
- Kakoulas, Marisa, 221
- Kalmar Industries USA Inc., 125
- “Kalua” (Kern), 32
- Kasem, Casey, 214–15
- Kay & Boose, 123
- Keefe, Mike, 206
- Kellner, Jamie, 198–201
- Kern, Jerome, 32
- Kersten, E.L., 233
- Key2Audio (Sony Corporation), 192
- “Killer Lite” (Doctors Ought to Care),
100
- “Killing Floor” (Howlin’ Wolf), 18
- King, Coretta Scott, 172, 174
- King, Dexter Scott, 174
- King, Martin Luther, Jr., 7, 172–75
- “Kirby,” 127
- Kirby Co., 127
- Kite, Barry, 44–46
- Klein, Naomi, 212
- Koerner, Brendan I., 186
- Koons, Jeff, 39, 42
- Kosch, Sharon, 15
- Kozinski, Alex, 85, 114, 133, 137–38
- Ladysmith Black Mambazo, 20–21
- Lahr, Bert, 62
- Lange, David, 61, 62, 147
- Lanham Act, 71
celebrity endorsements and, 132
Olympics and, 113
Rosa Parks, 141
See also trademarks
- “Lardashe,” 101
- Laurie, Rebecca, 31
- Lee, Spike, 134
- Lemley, Mark, 121
- “Lemon Song, The” (Led Zeppelin), 18
- Lerner, Ralph, 56
- Lessig, Lawrence, 150–52, 153,
246, 248
on *Alice’s Adventures in Wonderland*
e-book, 187–88
on Sklyarov, Adobe Systems, 184
on Starbucks, 222, 224
- Let My People Come* (Wilson), 104–5
- Leverenz, Scott, 223
- Levin, Bob, 107–9
- Levine, Emily, 60
- Levine, Sherrie, 39
- Levy, Paul Alan, 124

- LexisNexis, 157
 Lexmark, 189
 “L.H.O.O.Q.” (Duchamp), 41–42
 Liberty Films, 57
 libraries, 252
 e-books and, 209–10
 first-sale doctrine and, 181
 licenses
 compulsory, 21
 by Creative Commons, 67, 248
 for sampling, 27, 28
 Lichtenstein, Roy, 39, 43
Lies and the Lying Liars Who Tell Them
 (Franken), 115
Life, 54
Life Music (Dunn, Clark), 35
 Lilli doll, 88–89
 “limited times” clause, U.S.
 Constitution, 150
 Linabury, Dave, 124
 Lindows, 9, 126
 Linux, 126
 “Lion Sleeps Tonight, The” (Tokens), 17
 “Lion Sleeps Tonight, The” (Weavers),
 17
 Liszt, Franz, 17
Lives of Noble Grecians and Romans
 (Plutarch), 63
 logos, 40
 McDonald’s, 212–13
 Polo Ralph Lauren, U.S. Polo
 Association, 118
 Warhol and, 51, 54
 See also brand images; trademarks;
 individual names of corporations
 Lombardo, Guy, 134
 Los Angeles Lakers, 123–24
Los Angeles Times, 169–70
 Love, Brendan, 235
 Love, James P., 157
Love and Theft (Dylan), 19, 21
 “Love Is a Wonderful Thing” (Bolton),
 33–34
 “Love Me Tender” (Presley), 17
 Lugosi, Bela, 50
 Lynch, Chris, 87
 Mack, Ronald, 32, 33
 Madonna, 125
 Madow, Michael, 132
 Magnus–Opus, 238–40
 Mahler, Gustav, 18
 Mailer, Norman, 123
Maltese Falcon (Hammett), 108
Mammy (Warhol), 52
 Manet, Edouard, 43
 Marx, Chico, 61
 Marx, Groucho, 5–6, 60–63, 110–11
 Marx, Harpo, 61
 mash-ups, 28–31
Massacres en Corée (Picasso), 43
 massive multiplayer online games
 (MMOGs), 76–79
 MasterCard, 120–21
 Matisse, Henri, 43
 Mattel. See Barbie (Mattel)
 Matthew Bender & Co., 158
 “Mc,” 6–7, 111–12, 212–13
 MCA, 85–86
 McDonald’s Corporation, 6–7, 111–12,
 212–13
 McDonald’s Family Restaurant, 212
 McLaren, Carrie, 47
 McLeod, Kembrew, 234–36
 McNealy, Scott, 81
 McSleep, 212–13
 McStop, 212
 “Meat of the Loom” (Styn), 94–97
 Mechanical–Copyright Protection
 Society, 217
 Media Defender, 201
 Mérimée, Prosper, 64
Metamorphoses (Ovid), 1
 Method and System for Interactive
 Contributions Solicitation and
 Donation (Ziarno), 229
 MGM Studios/MGM–Pathé
 Communications, 97–98, 218
 Mickey Mouse character
 Air Pirates and, 40, 106–9
 Mickey Mouse (Warhol), 52–54
 in public domain, 148
 Microsoft Corporation, 9, 67, 81, 126

Index

301

- Miller, Barbara, 87
 Miller, Church, 226
 Miller, Dan, 87
 Miller, Ernest, 200–201
 Miller, Steven, 37
 Miller Brewing Company, 99–100
Miller's, 87
 Milne, A. A., 70, 72
 Mister Maestro, 173
 Mitchell, Eugene, 177–79
 Mitchell, Joan S., 154
 Mitchell, Joseph, 177–79
 Mitchell, Margaret, 52, 176–79
 mobiles, 55–57
 Mobil Oil Company, 40, 54
Mona Lisa (Da Vinci), 41–42
 Monjardim, Carlos, 140
 Monroe, Marilyn, 139, 143
 Moore, Michael, 7
 Moraes, Vinicius de, 140
 Morrison, Toni, 178
 Moseley, Cathy, 119–20
 Moseley, Victor, 119–20
 Moskin, Jonathan, 120
 Motherwell, Robert, 38
 Motion Picture Association of America
 (MPAA), 97, 152–53
 antipiracy trailers of, 207
 Valenti on piracy, 208–9
 Motorola, 161
 Mrs. Smith's Bakeries, 228
 Mueller, Robin C., 127
 Mullinix, Siri, 171
 music, 13–14
 ASCAP and Girl Scouts, 14–17
 compulsory licenses for, 21
 copy-protection systems and,
 190–94, 203–7
 copyright activism by artists, 247
 file sharing, 208–9, 241, 245–46
 genetic patenting and, 34–37
 mash-ups, 28–31
 originality *vs.* copying, 17–23
 public performance, 3, 14–17
 punishment proposed by Hatch,
 201–3
 sampling in rap music, 23–28
 Secure Digital Music Initiative,
 182–84
 subconscious copying doctrine,
 31–34
 See also individual titles of works
 “Mutant of Omaha” (Novak), 99
 Mutual of Omaha, 99
My Fair Lady, 63
 “My Sweet Lord” (Harrison), 32, 33
Myths (Warhol), 50–52

Nabbed (Banyai), 241
 Nader, Ralph, 120–21, 130, 157
 Napier, Mark, 86–87
Napoleon in His Study (David), 43
 Napster, 208–9, 245–46
Nation, 168–69, 173
 National Fire Protection Association,
 160
 National Gallery of Art, 56
 National Weather Service, 166
Naughty Boy (Kite), 45–46
 Navasky, Victor, 168
 NBA (National Basketball Association),
 161
 NBC, 218
 needlepoint patterns, 66–68
 Negativland, 30, 214–15
 Nesbitt, Mark, 69
Newark Star-Ledger, 171
 New Line Films, 97–98
 Newman, Paul, 135
 newspapers, 169–70. *See also individual*
 names of newspapers
 Newton, Isaac, 3–4
 Newton, James, Jr., 26
 New York Artists Equity Association, 56
New Yorker, 231
New York Times
 Amazon.com and, 163
 Disney and, 71
 NBA and, 162
 Next Research, 199
Night in Casablanca, A, 5–6, 60–63,
 110–11

- Night Watch* (Rembrandt), 44
 Nike, 122
 Nimmer, Melville, 63, 132
 Nissan, Uzi, 128–29
 Nissan Computer Corp., 128–29
 Nissan Motor Co., 128–29
No Logo (Klein), 212
 “No More Auction Block” (spiritual), 19
 “Non-commercial” license (Creative Commons), 67, 248
 North, Thomas, 63
 Novak, Franklyn, 99
- “O,” 213–14
O, The Oprah Magazine, 213–14
O Brother, Where Art Thou?, 63
 O’Connor, Sandra Day, 151, 168–69
Odyssey (Homer), 63
 “Oh, Pretty Woman” (Orbison), 21–22, 103, 179
 Oink, Inc., 101
 Olson, Steven, 228
 Olympics, 112–14, 170–72
 onco-mouse, 230
 O’Neal, Shaquille, 16
 one-click online shopping (Amazon.com), 229, 233–34
 O’Neill, Dan, 106–9
 “One Minute’s Silence” (Batt), 217–18
Onion, 240–41
 Online Computer Library Center, Inc. (OCLC), 154–56
 online gaming, 76–79
 open society. *See* commons concept; culture; public domain
 open source software, 186, 229
 Open Source Yoga, 226–27
 Orbison, Roy, 21–22, 179
 O’Reilly, Bill, 114–17
 O’Reilly, Tim, 229
O’Reilly Factor, The (O’Reilly), 116
 originality. *See* copyrights
 ostinato passages, 32
 O’Sullivan, Gilbert, 27
 “Ottawa,” 125
- OutKast, 140–42
 Ovid, 1
 Owens Corning, 219
Owning Culture (McLeod), 234–36
- Pannell, Charles A., Jr., 178–79
 Paramount Pictures, 51, 54, 75
 Pareles, Jon, 19
 Parks, Rosa, 140–42
 parody, 21
 Anheuser-Busch, 100
 bawdy spoofs and, 103–9
 of biotechnology patents, 230–31
 Campbell v. Acuff-Rose Music, 22–23, 98, 103, 179, 214
 Food Chain Barbie, 89–93
 Fruit of the Loom, *Prehensile Tales*, 94–97
 General Electric, 101
 MasterCard, Nader, 121
 Miller Brewing Company, 99–100
 “Mutant of Omaha,” 99
 parody defense, 42–43
 satire *vs.*, 105
 trademark and, 98–103
 in visual arts, 41–44
 The Wind Done Gone as, 177–79
- Parsons, Richard, 208
 “Pass the Mic” (Beastie Boys), 26
 patents, 227–31
 biotechnology, 230–31
 U.S. Patent and Trademark Office, 124, 219, 230, 233
 See also intellectual property
- Pendergrast, Mark, 101
 Penguin/Dutton, 117
 people’s culture. *See* culture
 personal video recorders, 198, 208
 persona rights, 50, 132. *See also* publicity rights
Peter Pan (Barrie/Disney), 70, 71
 Philip Morris, 40
 Phillips Collection, 56
 phone tones, 237–40
 Picasso, Pablo, 40
 Massacres en Corée, 43

- Warhol and, 50
- Pillsbury, 105–6
- Pinheiro, Heloisa, 139–40
- “Pink Anger” rebellion, 87
- Pink Nude* (Matisse), 43
- Pink Panthers Patrol, 94
- piracy, 38, 66, 206. *See also* copyrights
- Pirates and the Mouse, The* (Levin), 107–8
- Pitt, Susanne, 87
- plagiarism, 40. *See also* appropriation; copyrights
- Planets, 217–18
- Platt, Judith, 210
- Play on Time*, 48
- Plutarch, 63
- Police Rescue*, 237–38
- Polo, 117–18
- Polo Players’ Edition*, 118
- Polo Ralph Lauren, 9, 117–18, 216
- polo (sport), 117–18
- PolyGram International, 214
- pop music, 19. *See also* music; *individual names of songs and artists*
- Poppin’ Fresh/Poppie Fresh characters, 105–6
- Posner, Richard, 63–64
- Poulton, George, 17
- Powers, Francis Gary, Jr., 215
- Prehensile Tales, 94–97
- Presley, Elvis, 17
- “priceless,” 120–21
- Prince, Richard, 39
- printer manufacturers, 188–90
- product placement, 199
- property rights, 39, 167
 - creativity and, 252
 - fame and, 131–35
 - “proPERTIZATION,” 57
 - See also* publicity rights
- “Psycho of Greed” (Public Enemy), 27
- Public Citizen, 129
- public dialogue
 - Cultural Icon Protection Act and, 176–79
 - news and, 167–72
 - public events and, 172–75
 - See also* free speech
- public domain, 147
 - alphabet design and, 65
 - best-seller book lists and, 163
 - building codes and, 158–60
 - classical music, 152–53
 - copyright term extension and, 72, 145–46, 148–52, 177–78
 - Dewey Decimal Classification System, 154–56
 - Disney and, 69–72, 148
 - fact databases, 165–66
 - “I have a dream” speech, 174
 - importance of, 250–53
 - It’s a Wonderful Life* and, 57
 - legal case pagination and, 156–58
 - Mattel and, 88–89
 - sheet music and, 163–64
 - sports scores/images and, 160–63
- Public Enemy, 27
- public image. *See* publicity rights
- publicity rights, 61, 131–33
 - cultural extensions of identity and, 133–39
 - Rosa Parks, 140–42
 - “The Girl from Ipanema,” 139–40
 - Three Stooges, 142–44
 - Woods, 144
 - See also* trademarks
- Public Knowledge, 151, 165, 246, 247
- Pull* (Rauschenberg), 40
- Puppies* (Rogers), 42
- Pygmalion legend, 63
- Quaker Oats, 50–52
- Qualitex Co. v. Jacobson Products*, 219
- Quality Inns, 212–13
- quilt designs, 65–66
- Quinn Emanuel Urquhart Oliver & Hedges, 87, 91
- Rambo, Sylvia, 69
- Ramon y Cajal Hospital, 35
- Randall, Alice, 176–79
- Rao, Vijay, 65–66

- rap music, 21
 Rosa Parks and OutKast, 140–42
 sampling, 23–28
 See also music; *individual names of songs and artists*
- Ratzenberger, John, 139
- Rauschenberg, Robert, 39, 40
- Ray's Pizza, 126–27
- Reagan, Ronald, 51, 54
- Reclining Girl* (Boucher), 44
- recoding, 138
- “Recognizing the Public Domain” (Lange), 61, 62
- Recording Industry Association of America (RIAA), 206–7
 Hatch and, 202
 New Yorker cartoon, 241
- region coding, 205–6
- Reichenbach, Fran, 122–23
- Rembrandt, Harmensz van Rijn, 44
- Republican Party of Texas, 130
- Reville, Nicholas, 31
- Revolvetion* (Public Enemy), 27
- Riddle, Nicholas, 218
- Riley, Pat, 123–24
- Rivers, Larry, 39, 43
- Robbins, Jerome, 1
- Robinson, Jim, 169
- rock music, 18–19. *See also* music; *individual names of songs and artists*
- Rockwell, Norman, 45
- Rogers, Art, 42
- Rogers, Ginger, 106, 134–35
- Romeo and Juliet* (Shakespeare), 1–2, 63
- Rosen, Hilary, 206–7
- Run-DMC, 29
- Saad, Randy, 201
- Saderup, Gary, 142–44
- Saga, Junichi, 19, 21
- Salkever, Alex, 203
- Salon.com*, 76, 116
- Salt Lake City, 114
- Salt Lake Organizing Committee, 114
- sampling, 21, 23–28
- Sam Spade character, 108
- Samsung Electronics America, Inc., 136–38
- San Francisco Arts & Athletics, 112–14
 San Francisco Arts & Athletics, Inc. v. United States Olympic Committee, 113
- San Francisco Bay Girl Scout Council, 14–17
- San Francisco Museum of Modern Art, 56, 90
- Santa Claus, 52
- satire, 105. *See also* parody
 Saturday Night Live, 104
- S.C. Johnson & Son, 134
- Scalia, Antonin, 64
- Scarlet Letter, The* (Hawthorne), 148
- scents, trademarking of, 220
- Schickel, Richard, 70
- Schickele, Peter, 17–18
- “School Days I/II” (Boisson), 65–66
- Schroeder, Pat, 209–10
- Schubert, Franz, 17
- Scott, Adam, 230–31
- Screw*, 105–6
- Seal Press, 89
- secondary meaning, 60, 121–22, 213, 219. *See also* trademarks
- Secure Digital Music Initiative (SDMI), 182–84
- Securities and Exchange Commission, 118
- Seeger, Pete, 20
- Segal, Jack, 103–4
- Seldes, Gilbert, 69
- Seltzer, Wendy, 194
- sensory trademarks, 218–21
- Servan-Schreiber, Franklin, 171–72
- SESAC, Inc., 15
- Sesame Street*, 47
- Seurat, Georges, 44
- Shabalala, Joseph, 20–21
- Shaker community, 64
- Shakespeare, William, 1–2, 63–64
- Shaw, George Bernard, 31, 63

Index

305

- sheet music, 152–53, 163–64
- Sheldon, Charles, 215–16
- shift key, 190–91
- Shocklee, Hank, 24–25
- Shostakovich, Dmitry, 17
- side-to-side swinging, 228
- Sidman, Sam, 62
- silence, dispute over, 217–18
- Simmons, Lucille, 20
- Simon, Paul, 21
- Simpsons, The*, 241–43
- Sinfonia* (Berio), 18
- “Sing for the Moment” (Eminem), 21
- Sistine Bowl-Off, The* (Kite), 44–45
- Sklyarov, Dmitry, 184–85
- Skylink, 190
- slash fiction, 73
- Smith, Pete, 53, 54
- Smith, Scott, 121–22
- Snow White*, 71
- software
- free, 67
 - open source, 186, 229
 - See also individual names of programs*
- Sony Corporation
- Aibo Entertainment Robot, 185–86
 - Betamax case, 198, 208
 - Key2Audio technology of, 192
 - Sony Music, 26
 - Sony Online Entertainment, 77
 - Sony/Verant Online, 77
- Sony v. Universal City Studios*, 198, 208
- sounds, trademarking of, 218
- Sousa, Sanchez, 35
- Southern Building Code Congress International (SBCCI), 158–60
- Southern Christian Leadership Conference, 174
- Spafford, Eugene, 183
- Special Olympics, 113–14
- Spelling Entertainment, 57
- Spike TV, 134
- SpiritInside, 127
- spirituals, 19. *See also music*
- sports
- Amateur Sports Act, 113
 - polo, 117–18
 - scores/images as copyrighted material, 160–62
 - See also individual names of celebrities*
- Spy Who Loved Me, The*, 97
- Spy Who Shagged Me, The*, 97
- Stafford, Marsha, 101
- Stanford Center for Internet and Society, 74, 194
- Star, The* (Warhol), 50
- Starbucks Coffee, 46–47, 221–24
- Star Trek: The Next Generation*, 72–73
- Static Control Components, 189
- Stationers’ Company of London, 180
- Statute of Anne, 180
- “Steamboat Willie,” 148
- Stein, Gertrude, 49–50
- Stern Publishing, 123
- Stevens, John Paul, 120
- Stewart, Regina, 56
- Still Life with Goldfish Bowl* (Lichtenstein), 43
- Strauss, Neil, 25
- String of Puppies* (Kons), 42
- Strothman, Wendy, 178
- Styn, John Halcyon, 94–97
- subconscious copying doctrine, 31–34
- Suber, Peter, 160
- substitution effect, 59
- “sucks,” 130
- summer camps, music and, 14–17
- Sunday Afternoon, Looking for My Car* (Kite), 44–45
- Sunday Afternoon on the Island of La Grande Jatte, A* (Seurat), 44
- Sundblom, Haddon, 52
- Sun Microsystems, 81
- SunnComm Technologies, 190–91
- Suntrust Bank, 178
- Superman character, 50
- Swain, Laura Taylor, 87
- Swartzwelder, John, 242–43
- “Sweet Georgia Brown,” 219

- swinging, side-to-side, 228
Symphony in C (Schubert), 17
Symphony no. 7 (Shostakovich), 17
- Tanzania Tanning Salons (*Onion*),
 240–41
- Tata Group India, 129
- tattoos, as service marks, 220–21
- Taubman Company, 130
- taubmansucks.com, 130
- Taxpayer Assets Project, 157
- Taylor, Elizabeth, 132
- Taylor, T. L., 76–79
- Ten Portraits of Jews of the 20th Century*
 (Warhol), 49
- Textual Poachers* (Jenkins), 73
- theft, 21, 38. *See also* appropriation;
 copyrights
- Thornycroft, Diana, 47
- Three Boys Music Corp. v. Michael Bolton*,
 33–34
- “three-peat,” 123–24
- Three Stooges, 142–44
- Thursz, Michele, 48
- Time*, 168–69
- Time to Heal, A* (Ford), 168–69
- Time Warner Company, 46, 198, 208
- Tinkerbell character, 71
- Tinklenberg, Janie, 216
- titles, of songs, 33
- TNN, 134
- Toho Co. Ltd., 124
- Tokens, 17
- Tolentino, Noel, 241
- Tolkien, J. R. R., 74
- “Tomorrow Never Knows” (Beatles), 27
- Topps Chewing Gum, 102
- Totem International, 93–94
- Trademark Dilution Act of 1995, 74,
 83–84, 86, 93–94, 119–20
- trademarks, 81–82, 220
 Barbie, 84–93
 bawdy spoofs and, 103–9
 Billy doll, 93–94
 consumer protection and, 83–84
 cultural meaning and, 138–39
 Dewey Decimal Classification
 System, 155
 dilution of, 74, 83–84, 86, 93–94,
 119–20
 Fruit of the Loom, 94–97
 goals of, 8
 Internet and, 124–28
 James Bond, Austin Powers, 97–98
 Lanham Act, 71
 McDonald’s, 111–12
 Olympics, 112–14
 parody and, 98–103
 Pink Panthers, 94
 secondary meaning, 60, 121–22, 122,
 213, 219
 sensory, 218–21
 Warhol and, 48–55
 See also intellectual property;
 publicity rights; word privatization
- Trademark Trial and Appeal Board, 220
- Tres de Mayo* (Goya), 43
- Trudeau, Garry, 71
- t-shirts (wearable art), 98–103, 142
- Tuff City Records, 26
- Tuff ‘n’ Rumble Management v. Profile*
Records, 26
- Turner Broadcasting, 198
- Tushnet, Rebecca, 73, 75
- Twain, Mark, 63
- Twentieth Century with Mike Wallace*, 172
- 2 Live Crew, 21–22, 179
- 2ManyDJs, 30
- U2, 30, 214–15
- UberMorgen, 236–37
- Uncrustables (J.M. Smucker Co.),
 227–28
- Uniform Dispute Resolution Policy
 (UDRP), 125, 129
- “Union Maid” (Guthrie), 2–3
- United States Olympic Committee,
 112–14, 170–72
- Universal Content and/or Domain
 Removal (UCDR) form, 237

Index

307

- Universal Studios, 50, 198
Unrequired Space, An (Helyer, Drummond), 237–38
 UPS, 93–94
 Uruguay Round Agreements Act (URAA), 153
 U.S. Circuit Court of Appeals, 151. *See also individual Circuit Court names*
 U.S. Congress, 37
 Amateur Sports Act, 113
 Copyright Term Extension Act, 72, 145–46, 148–52, 177–78
 DMCA passed by, 180–82
 Hatch, 201–3
 Hollings, 203–4
 U.S. Constitution, 150
 U.S. Court of Appeals for the Second Circuit, 106
 on quilt design, 65–66
 String of Puppies, 42
 U.S. Court of Appeals for the Fifth Circuit, 160
 U.S. Court of Appeals for the Sixth Circuit, 27, 130
 “*Oh, Pretty Woman*,” 22
 Rosa Parks and OutKast, 141
 Three Stooges, 143–44
 U.S. Court of Appeals for the Ninth Circuit
 Air Pirates, Disney, 108–9
 Barbie, 85–86, 92
 Cheers, 139
 Entrepreneur Media Inc., EntrepreneurPR, 122
 Nissan Motor Co., Nissan Computer Corp., 128–29
 San Francisco Arts & Athletics, Inc. v. United States Olympic Committee, 113
 Vanna White v. Samsung Electronics America, Inc., 136–37
 U.S. Court of Appeals for the Eleventh Circuit, 179
 U.S. Department of Commerce, 125
 U.S. District Court (Dallas), 233
 U.S. District Court (Manhattan), 115–16
 U.S. Justice Department, 157
 U.S. Office of Management and Budget, 160
 U.S. Patent and Trademark Office, 124, 219, 230, 233
 U.S. Polo Association, 117–18
 U.S. Red Cross, 229
 U.S. Supreme Court
 Campbell v. Acuff-Rose Music, Inc., 22–23, 98, 103, 179, 214
 Eisenhower book, 64
 Eldred v. Ashcroft, 148–52, 246
 Golan v. Ashcroft, 153
 Harper & Row v. Nation Enterprises, 168–69, 172
 “*Oh, Pretty Woman*,” 21–22
 Prestonettes, Inc. v. Coty, 129
 Qualitex Co. v. Jacobson Products, 219
 Rosa Parks, OutKast, 141–42
 San Francisco Arts & Athletics, Inc. v. United States Olympic Committee, 113
 Sony v. Universal City Studios, 198, 208
 V. Secret, Inc., Victor’s Secret, 119–20
 “USA 2003,” 122
 U.S.A. Famous Original Ray’s Licensing Corp., 126–27
 Vaidhyanathan, Siva, 18, 26–27, 111
 Valenti, Jack, 150, 151, 208–9
 Van Heusen, 51, 54
 Van Munching, Philip, 175
Vanna White v. Samsung Electronics America, Inc., 136–38
 vaudeville, 61–63
Vaudeville, U.S.A. (DiMeglio), 62
 VCRs (video cassette recorders), 198, 208
 Veeck, Peter, 158
 Viacom, 75, 134
 Victoria’s Secret, 119–20

- Victor's Secret/Victor's Little Secret,
 119–20
 video game characters, 76–79
 video recorders, 198, 208
 video stores, 181, 208
Village Voice, 122–23
 Visual Artists Rights Act of 1990, 41
 Vivendi/Universal, 130
 vivendiuniversalsucks.com, 130
 “Voice,” 122–23
 Volkswagen, 54
 Voltaire, 64
 Volvo, 125–26, 130
 voting machines, 192–94
- “Walk This Way” (Aerosmith/
 Run-DMC), 29
 Wal-Mart, 6
 Warhol, Andy, 39, 40, 48–55, 143
 Warner, Jack, 6
 Warner Bros., 6
 Casablanca, A Night in Casablanca,
 5–6, 60–63, 110–11
 DC Comics, 50
 Harry Potter, 127–28
 Sam Spade character and, 108
 Warner Communications, 104
Washington Post, 169–70
 Waters, Muddy, 18
 Wayne, John, 138
 weather forecasting, 166
 Weavers, 17
 2600 web site, 205
 Web.Styn, 94–97
 Wendt, George, 139
 Wentworth, Donna, 246
 “We Shall Overcome,” 20
 We Shall Overcome Fund, 20
 Wesselmann, Tom, 43
 West Publishing Company, 156–58
West Side Story, 1, 63
 “When Sunny Gets Blue” (Dees),
 103–4
Where Have All the Flowers Gone
 (Seeger), 20
- White, Vanna, 136–38
White Album (Beatles), 31
 White River, Ontario, 72
 Whitney Museum of American Art, 56
 “Whole Lotta Love” (Led Zeppelin),
 18
Willful Infringement (Horovitz), 247
 Williams, Gregory, 235
 Williams, Sylvia, 52
 Wilonsky, Robert, 29
 Wilson, Earl, Jr., 104–5
 Wilson, Ron, 229
Wind Done Gone, The (Randall),
 177–79
 Windows (Microsoft), 9, 67, 81, 126
 Winfrey, Oprah, 213–14
Winnie-the-Pooh (Milne/Disney), 70, 72
 Winnipeg (bear), 72
 Winthrop, Douglas, 90–92
Wired News, 192–94
 Wise, Robert, 1
 Witch (*Wizard of Oz* character), 50
Wizard of Oz, The, 50
 Woods, Tiger, 144
 word privatization, 110
 Casablanca, A Night in Casablanca,
 5–6, 60–63, 110–11
 “entrepreneur,” 121–22
 “fair and balanced,” 114–17, 135
 Internet and, 124–30
 McDonald's, 111–12
 “Olympics,” 112–14, 171–72
 “polo,” 117–18
 “priceless,” 120–21
 “three-peat,” 123–24
 “USA 2003,” 122–23
 Victoria's Secret, Victor's Secret,
 119–20
 “Voice,” 122–23
 “zilla,” 124
- World Intellectual Property
 Organization, 129, 130, 246
 World Wildlife Fund, 215
 World Wrestling Federation, 215
 “WWE,” 215

Index

309

- “WWJD” (“What Would Jesus Do?”),
215–16
- Wyman, Bill (music critic), 135
- Wyman, Bill (Rolling Stones
member), 135
- yoga, 224–27
- Yonover, Geri J., 41, 98
- “You Need Love” (Dixon), 18
- Young Entrepreneur*, 122
- Zaitchik, Alexander, 123
- Zeppelin, Led, 18
- Ziarno, Witold A., 229
- “zilla,” 124

