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Law360: Ariana Grande Sues Forever 21 for Using Look-Alike Model

September 03, 2019

Ariana Grande filed a US\$10 million lawsuit against Forever 21 for using a lookalike model and copyrighted material for promotion of its brand after she declined an endorsement deal earlier this year after.

The lawsuit claims that the company infringed on her right of publicity, which protects a person's name or likeness from being used commercially without consent.

Daniel Petrocelli, Amy Lucas, and Maya Zagayer are representing Grande.

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