



Comic Art, Creativity and the Law

Elgar Law and Entrepreneurship series

Marc H. Greenberg, Professor of Law, Golden Gate University School of Law, US

The creation of works of comic art, including graphic novels, comic books, cartoons and comic strips, and political cartoons, is affected, and at times limited, by a diverse array of laws, ranging from copyright law to free speech laws. This book examines how this intersection affects the creative process, and proposes approaches that encourage, rather than limit, that process in the comic art genre. Attention to the role comic art occupies in popular culture, and how the law responds to that role, is also analyzed.

'Mark Greenberg's *Comic Art, Creativity and the Law* outlines the protective, and often restrictive, aspects of the relationship between the law and the comic book industry. Greenberg's text is a very accessible, even enjoyable read. While *Comic Art, Creativity and the Law* is fascinating, even compelling, its principle audience is entertainment comic book creators, attorneys, and fans.'

– Allen Berry, Technical Communication

'Talk about an interesting project! This really quite riveting book from Edward Elgar's Law and Entrepreneurship series explores a not very much explored area of the law; that is the effect, for better or worse, of the law on creativity and the creative process. . . While the book could be considered a guide to 'the law of comics', it is more than that. There is much analysis and commentary on the history, structure and modes of comic art, after which, the discussion turns to two legal doctrines: contract and copyright law. The impact of tax and obscenity laws is also discussed. . . With the ten pages 'table of authorities' and extensive footnoting, the book is a carefully researched academic study as well as a fascinating read. No doubt it will end up as an exceptionally well-thumbed volume in practitioners' libraries on both sides of the Atlantic – and fans anywhere, of cartoons and comics will love it.'

– The Barrister Magazine

'Marc Greenberg combines his professional expertise and deep knowledge of comics history to provide the first book-length treatment of the subject of law as it applies to comics. . . an invaluable resource for understanding the issues.'

– Rob Salkowitz, ICV2

'*Comic Art, Creativity and the Law* is a highly welcome addition to the literature on the development of comic art. The book stands out in its knowledge of the comic industry and analysis of the legal challenges confronting creative artists. You will enjoy reading it whether you are an art law specialist or a Spiderman fan.'

– Peter K. Yu, Drake University Law School, US

'In comics, justice always prevails, but the business of comics is a lot trickier. Marc Greenberg combines the expertise of a legal scholar with the passion and insight of a long-time comics fan, untangling the morass of legal issues facing comics – and all creative enterprises – in the past, present and future. *Comic Art, Creativity and the Law* is essential reading for anyone interested in understanding the multi-billion dollar global industry that comics has spawned.'

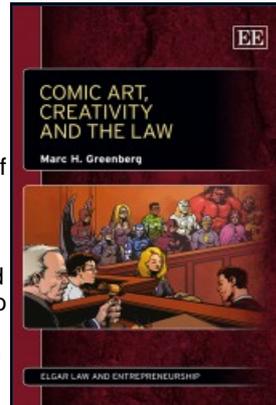
– Rob Salkowitz, author of *Comic-Con and the Business of Pop Culture*

'Marc Greenberg's *Comic Art, Creativity and the Law* gives a detailed, thoughtful "look under the hood" of one of the United States' most vibrant and under appreciated creative industries. For anyone who cares about truly understanding the creative process and the lives of authors in our times, this should be part of your library.'

– Justin Hughes, William H. Hannon Professor of Law, Loyola Law School and chief US negotiator for the Beijing and Marrakesh copyright treaties

'An intellectual tour de force and a compelling read . . . Far beyond a practical guide to the law of comics (though it is that too), Greenberg's book touches on the nature of creativity, the basis for IP law and the history of this fascinating medium.'

– Professor Mark A. Lemley, Director, Stanford Law School, US



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