

outcomes like social isolation and mental health problems such as anxiety and depression. It is important to recognize that simply having a large number of friends may not solve the problem of loneliness, as the quality of relationships is more important than the quantity. Rather, it is necessary to restore an individual's internal resources such as self-esteem and self-efficacy, and develop healthy coping mechanisms to manage feelings of loneliness. By understanding the concept and consequences of loneliness, we can better address this urgent problem and help individuals to connect with others in a meaningful way.

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IMAGE RIGHTS IN THE LEGAL SYSTEM OF UKRAINE

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Many famous people have a unique asset - recognition, which gives them a significant benefit, and the income from which sometimes significantly exceeds the income from their professional activity. If the right of a person to possess recognizability, as well as a certain reputation or distinctive features of style brings some economic advantages, it becomes an object of civil turnover, and is traditionally referred to as an "image right". The legal nature of this idea is the right belonging to celebrities who have gained publicity and attention in particular areas of show business, the sports industry, politics, etc to protect themselves and their portrayal. Naturally, such people's identities are frequently being manipulated to draw the attention of customers to products or services (in particular for advertisement campaigns). As was mentioned before, these campaigns can potentially result in greater income and opportunities for the celebrity than their foremost occupation. Furthermore, current researches demonstrate the effectiveness of celebrity-based advertising. Therefore, unquestionably, both the companies and the celebs are enthusiastic about the development of a legal

mechanism able to protect the respective interests and prevent the unjust use of a celebrity's identity.

In response to this demand, American legal theory has already created case law and a framework that empowers well-known people to voluntarily license and transfer their right to publicity. What is more, the descendibility of such a privilege is allowed in some American states. And yet, on the nature and degree of protection, there isn't a single view. Due to the fact that this legal institution is still developing, the protection of the right of publicity is even less clear under the national legal systems of European nations. Unfortunately, despite the fact that Ukrainian show business is growing rapidly, the right to publicity is not expressly mentioned in Ukrainian law. Consequently, it is highly appropriate to analyze the right to publicity and outline the potential for its inclusion in the Ukrainian legal perspective.

Currently, neither the laws of Ukraine nor the courts make reference to the right of publicity. However, it is important to mention that the law governing personal immaterial rights and the trademark legal framework contain some components of the right of publicity. The Civil Code of Ukraine provides a list of personal immaterial rights: in particular, the right to one's name is regulated in Art. 294–296 of the Civil Code of Ukraine. Taking into account these regulations, one may come to the conclusion that these principles govern everyone's right to use their name, whether or not they are famous. Correspondingly, as a person's name is a non-proprietary right, Ukrainian Civil Law does not provide the way to transfer it, so celebrities have found the solution in registering their names as trademarks. And yet, this answer is somehow contradictory: for instance, in 2009, famous singer Svitlana Loboda competed in the Eurovision song contest and faced the argument with her producers. According to the court, "Svitlana Loboda" is the name of an artist; the Civil Law of Ukraine forbids the use of her name in a non-proprietary capacity; and the producer, who owns the trademark, cannot prevent her from using it.

Another meaningful legal act in this area is the Law of Ukraine on Protection of Rights to Signs for Products and Services (1993) according to Article 6 of which, a trademark cannot be registered if it replicates surnames, names, and their derivatives, pseudonyms or photographs and facsimiles of well-known people without their approval.

As for the right to one's own image, it is partially protected by the Civil Code of Ukraine. In particular, according to Article 308, a photograph or other work of fine art that depicts a real person may only be publicly displayed, copied, or disseminated with that person's consent or, in the event of that person's passing, with the consent of those authorized by that person.

In conclusion, it is crucial to refer to the fact that previously mentioned articles exclusively govern a person's non-patrimonial interests and do not include any provisions for a celebrity's name or image, including the ability to license or transfer the right to use it. It is believed that the current legal framework in Ukraine

does not allow the free commercial exploitation of the right of publicity, barring show business players from making money off of their personalities. As a result, Ukrainian law should be amenable to changes. It is possible to use the American right of publicity as a model and incorporate it into the Ukrainian Civil Code. These alterations will take into consideration market demands and give its participants the opportunity to use their rights rather freely.

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