

Cambridge University Press & Assessment 978-0-521-76756-9 — Fashioning Intellectual Property Exhibition, Advertising and the Press, 1789–1918 Megan Richardson , Julian Thomas Table of Contents More Information

## Contents

	List of illustrations	page ix
	Preface	XI
	Prologue	1
	Part I The journalism age	7
1	Grub Street biographers	11
2	Author-journalists	21
3	Agitators and dissenters	33
4	End of the property right	47
	Part II The exhibition effect	51
5	Patent inadequacies	57
6	Exhibition fever	67
7	Lessons and compromises	78
8	Rise of advertising	87
	Part III The author-brand continuum	99
9	Rethinking 'Romantic' authorship	103
10	The artist in an age of mechanical reproduction	116
11	From fashion to brand	130
12	Closing the categories	142
	Epilogue	147

vii



Cambridge University Press & Assessment 978-0-521-76756-9 — Fashioning Intellectual Property Exhibition, Advertising and the Press, 1789–1918 Megan Richardson , Julian Thomas Table of Contents More Information

## viii Contents

Appendices	
A Law reporting in the time of Southey v. Sherwood	154
B Patents, designs and trade marks statistics	163
Select bibliography	
Index	186