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Sophia Loren sues to protect name



The actress, who turned 65 on Monday, is asking for a jury trial.

Sept. 21 — Sophia Loren doesn't want her good name — or her even better body — being exploited on the Internet. The actress, citing “distress, depression, shame, humiliation, embarrassment and shock,” has slapped 76 Internet companies with a lawsuit, alleging that they're using her name to lure Web surfers to pornographic sites.

“THE DEFENDANTS ... have purported to display nude or semi-nude pictures of Sophia Loren, and some Defendants ... have displayed photographs featuring Ms. Loren's image without permission from Ms. Loren,” according to the suit, filed in a U.S. district court in Indiana. The actress, who turned 65 on Monday, is asking for a jury trial. Her lawsuit did not specify damage, but asked for — among other things — “damages and motion for permanent injunction.”

Mark Roesler, Loren's attorney and the head of CMG, the company that owns her image, says, “Inevitably, [the defendants] are using the key words such as ‘Sophia Loren’ and ‘nude’ in various search engines to attract traffic. Some have digitally manipulated images while others just use her name to attract people to their pornographic sites.” Loren issued a statement from her home in Geneva: “I am horrified by the disgusting actions of the offending companies.”