The adaptation of Shakespeare and other literary classics has been a longstanding practice, yet recent scholarly study of Shakespeare adaptation has raised a very fundamental and provocative question: how do we know a work to be a Shakespeare adaptation, especially for those works that do not announce themselves as adaptations? How do we know not-Shakespeare from Shakespeare? This question raises what has long been a vexed issue in adaptation studies—the nature of fidelity in literary adaptation. In this paper, Professor Lanier will address the question of what is Shakespeare and not-Shakespeare by examining several test cases from an unlikely source, advertising. Along the way, he will offer a short history of adaptation theory as well as a way of reconceptualizing what we mean when we say an adaptation is faithful to its source.