Since Godzilla's first appearance 65 years ago, the King of the Monsters has become a cinematic icon and a globally recognized symbol of Japan. But with the reboot of the Godzilla franchise on both sides of the Pacific – Legendary’s Godzilla and Godzilla: King of the Monsters and Toho’s Shin Godzilla – and with the death in 2017 of actor Nakajima Haruo, the original “man in the rubber suit,” what does the future of the Godzilla series hold? This talk will briefly survey the history and impact of the Godzilla films, reflect on Hollywood’s handling of the King of the Monsters, and assess the impact of changes in special effects technology, cinematic fashion, and global politics on the world’s oldest and longest film franchise.