



सत्यमेव जयते  
DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



Nishith Desai Associates  
LEGAL AND TAX COUNSELING WORLDWIDE

DEPARTMENT FOR THE PROMOTION OF INDUSTRY AND  
INTERNAL TRADE (DPIIT)-IPR CHAIR

MAHARASHTRA NATIONAL LAW  
UNIVERSITY MUMBAI

AND

NISHITH DESAI ASSOCIATES

INTERNATIONAL WORKSHOP ON  
COPYRIGHT ISSUES RELATED TO  
ENTERTAINMENT INDUSTRY

11<sup>th</sup> DECEMBER 2022

Brochure

SUPPORTED BY



## ABOUT MNLU MUMBAI

MNLU Mumbai was established under the Maharashtra National Law University Act 2014, is one of the premier National Law Universities in India. The prime goal of the University is to disseminate advanced legal knowledge and processes of law amongst the students and impart to them the skills of advocacy, legal services, and law reforms and make them aware and capable of utilizing these instruments for social transformation and development. Since its inception, the University has made serious and sincere efforts to excel in the field of legal research and education. Department for Promotion of Industries and Internal Trade (DPIIT), -IPR Chair, and Centre for Research in IP are the IP-dedicated centers of the university, they work cordially to achieve the goal of the university to impart advanced legal education and promote society-oriented research in legal studies for the advancement of the social life of the people in the country.

DPIIT-IPR Chair is established under the Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), 2016 This was in accordance National IPR Policy launched by the Government of India in 2016, which proclaims, as one of the objectives under section 7.2 as “Strengthen IP Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and evaluate their work on performance-based criteria.” MNLU Mumbai has been selected by the DPIIT as one of the 12 universities/organizations for setting up IPR Chairs in the country. DPIIT has formulated the norms for establishing and functioning the IPR Chair under SPRIHA.

## ABOUT DPIIT-IPR CHAIR

Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, launched a Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) in the year 2016 under which IPR Chairs have been set up in the Maharashtra National Law University (MNLU) Mumbai.

The main objective is to lead high-quality research and promote well-informed interdisciplinary work in the area of intellectual property law, policy and practice; conducting awareness programmes, seminars, workshops, and conferences on IPRs. Through its activities, the chair aims to promote the understanding and critical appraisal of the important fields of IP law.

## ABOUT CRIP

The Centre for Research in Intellectual Property (CRIP) is the focus of Intellectual Property activities and research at the Maharashtra National Law University Mumbai. The main objective of the Centre is to lead high-quality research and promote well-informed interdisciplinary work in the area of intellectual property law, policy and practice; conducting awareness programmes, seminars, workshops, and conferences on IPRs. Through its activities, the Centre aims to promote the understanding and critical appraisal of the important fields of IP law.

## ABOUT NDA

Nishith Desai Associates has earned a reputation as Asia's most innovative law practice—and the go-to firm for companies around the world that want to conduct business or pursue litigation in India or vice versa. . It is a research and strategy driven international firm with offices in Mumbai, Palo Alto (Silicon Valley), Bangalore, Singapore, New Delhi, Munich, and New York. Its team comprises specialists who provide strategic advice on legal, regulatory, and tax-related matters in an integrated manner basis key insights carefully culled from the allied industries. NDA has conceptualized and created a state-of-the-art Blue Sky Thinking and Research Campus, Imaginarium Aligunjan, an international institution dedicated to designing a premeditated future with an embedded strategic foresight capability.

Its team's forte lies in providing innovative and strategic advice in a wide range of areas including futuristic areas of law such as those relating to the Metaverse and NFTs, Blockchain and virtual currencies, Internet of Things (IOT), Aviation, Artificial Intelligence, Privatization of Outer Space, Drones, Robotics, Virtual Reality, Ed-Tech, Med-Tech & Medical Devices and Nanotechnology with its key clientele comprising of marquee Fortune 500 corporations.

The firm has been consistently ranked as one of the Most Innovative Law Firms, across the globe. In fact, NDA has been the proud recipient of the Financial Times – RSG award 4 times in a row, (2014-2017) as the Most Innovative Indian Law Firm.



## ABOUT THE WORKSHOP

Over the last three decades, the Indian media and broadcasting industry have grown tremendously. Access to the latest technology and information has increased exponentially during the internet era, eliciting the public's creativity and producing a large number of original works. There are also new modes and methods of content creation, sharing, and exploitation. The development of technology has turned the way creators and the creative industry harnesses their untapped potential to thrive in the digital age. New-age issues concerning the creativity and originality of artificial intelligence-generated content, and the interplay with the law are coming up. Any IP regime should ensure that it promotes creativity and innovation. However, technological advancements are happening at a rapid pace and they share some common features.

They operate at the intersection of radical scientific developments and real-world implementation. Furthermore, they are changing the way we communicate, solve problems, provide goods & services, and create and do business. Even with the current Indian vision to bring IP laws at par with global laws, infringement is on a rise. Creative works such as film, storylines, music, artwork, and literary works need protection from piracy in the market. But nowadays, it is difficult to track infringers due to massive infringement via multiple platforms. Copyright piracy in the entertainment industry is a threat to artistic works and expressions

Legislation and judiciary are stepping in to protect IP rights. Recently, the Madras HC passed an order “blocking 13,000 websites to prevent piracy of the movie Vikram Vedha within days of the release”. These piracy issues are just the tip of the iceberg. Non-implementation of national laws is threatening the existence of the media and television community.



The entertainment industry must take preventive measures to safeguard against the challenge faced by technological developments. Thus, significance should be given to the effective and efficient implementation of copyright laws in the entertainment industry. To strengthen the copyright regime, creating awareness is also key.

This workshop intends to provide a platform for a broader audience to have a holistic discussion on a wide array of IP issues in the Media and Entertainment (M&E) industry that demands attention.

## EXPECTED OUTCOME

The workshop's output will include a profound insight into the wide array of IP issues in the M&E industry and will share a feasible way forward in the world. A strong creative economy can build a strong national economy; it all starts with an expression of the idea and protection of that expression. The takeaways of the workshop will be submitted to the Department for the Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India, and other stakeholders for necessary policy review.

## EXPECTED PARTICIPANTS

The conference will benefit the participants from various segments of the Entertainment Community dealing with Intellectual Property, viz., Directors, singers, Producers, Lyricists, Photographers, industry sector, policymakers, Government officials, IP lawyers, legal practitioners, researchers, academicians, and students. The conference will also benefit researchers and academics involved in interdisciplinary research and also, those working in the field of IP infringement in the entertainment Industry.





# WORKSHOP TEAM

*Patron*



**Hon. Prof. (Dr.) Dilip Ukey**  
Vice Chancellor, MNLU Mumbai

*Patron*



**Nishith Desai**  
Founder, Nishith Desai Associates

*Co- Patron*



**Prof. (Dr.) Anil G. Variath**  
Registrar (I/c), MNLU Mumbai

*Co- Patron*



**Gowree Gokhale**  
Partner, Nishith Desai Associates



**Dr. W. M. Dhumane**  
Director, CRIP,  
Ex-Sr. Jt. Controller of  
Patents & Designs, GoI



**Tanisha Khanna**  
Leader, Media, Entertainment  
& Gaming Practice  
Nishith Desai Associates



**Mr. Sajid Sheikh**  
Assistant Professor (Law)  
& Co-ordinator, CRIP,  
MNLU Mumbai



**Aparna Gaur**  
Leader, IP, TMT and Cyber  
Security Practices  
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