



**MAHARASHTRA NATIONAL LAW
UNIVERSITY, NAGPUR**

**DPIIT IPR-Chair and Centre for Intellectual
Property Rights**

at

**Maharashtra National Law University,
Nagpur in association with CIPAM (Cell for
IPR Promotion and Management)**

Organizes (online)

Awareness Programme

On

‘Intellectual Property in Entertainment Industry’

**January 22, 2022
(Saturday)**

Maharashtra National Law University, Nagpur
Waranga, PO: Dongargaon, (Butibori), Nagpur-441108
www.nlunagpur.ac.in

ABOUT THE UNIVERSITY

The Maharashtra National Law University, Nagpur, an Institution with a students' centric outlook, was established by the Government of Maharashtra in 2015. The University started its academic activities from August 1, 2016 and is currently in its fifth year of academic pursuits with five batches of undergraduate degree course [B.A.LL.B.(Hons.) Five-Year Integrated Degree Course]; sixth batch of postgraduate degree program [One-Year LL.M.]; and four batches of Ph.D. Programme. The University is pursuing excellence in legal and justice education under the visionary mentorship of the Chancellor, Hon'ble Shri Justice Bhushan Gawai, Supreme Court of India and dynamic leadership of Prof. (Dr.) Vijender Kumar, Vice-Chancellor of the University. The University is recognised by the University Grants Commission (UGC) and the Bar Council of India (BCI), New Delhi. It is also a member of Association of Indian Universities (AIU), New Delhi and Consortium of National Law Universities of India. The University has launched B.A.LL.B. (Honors in Adjudication and Justicing) Five-Year Integrated Degree Course, the first-of-its-kind in India; it aims to train and equip students for the entry level of Judiciary.

ABOUT THE DPIIT IPR CHAIR

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) was launched in the year 2016 by the Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. The IPR Chair was established under the scheme at selected Universities in India and MNLU, Nagpur takes pride in being one for them. The chair was established to fulfill one of the objectives of the National IPR Policy of the Government of India which was to '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'. The Objective of the National IPR Policy is to strengthen the IPR framework of the country. The plan under the initiative of 'AatmaNirbhar Bharat', is to create more local brands and take them at a global outreach and Intellectual Property Rights play a key role in it. To achieve the objective of 'AatmaNirbhar Bharat,' the DPIIT-IPR Chair is organising several activities such as launching online programmes to increase awareness, seminars, expert lectures for imparting knowledge on the process of acquiring IPR, etc. with an intention to help the participants become self-reliant.

CONCEPT NOTE

The importance of intellectual property as an asset has just escalated in the last few decades and has become a strong foot for the economic development of the nations. Reasons like global competition, high innovation risks, short product cycle, need for rapid changes in technology, high investments in R&D, production and marketing & more signifies the need to have systems in place which boost up the creation of intellectual property assets. IPR cannot be kept away from the Entertainment industry in this 21st Century as it has been one of the most important aspect in this competitive world. Indian Entertainment industry which is without a shadow of doubt one of the biggest in the world, has seen a number of issues and challenges relating to Intellectual Property in its long history.

As the time has progressed and the demand has increased, the number of cases of infringement in the industry started growing. The issues in the Entertainment industry are not just related to the names of the movies or songs but it involves much more aspects. It is also about the script, screenplay, lyrics, background score, poster of the movie and much more. The IPR laws are not just for the big production houses and artists but it also ensures that a new writer or a singer is not exploited. It ensures that their work gets due recognition. So, the interface of IPR with Entertainment industry is old and is developing with time. Even after much awareness about the rights, there are a number of unanswered questions. These questions need to be answered and more awareness is to be created about the use of IPR in Entertainment industry so that the rights of creative minds can be secured.

The scope and nature of Intellectual Property in the contemporary era has been in question and many opinions have been expressed on the same. The journey of protection of Intellectual Property has been long and challenging and as the time has progressed, new facets of Intellectual property have been observed and have raised several complex issues. The need to address the same is eminent and DPIIT-IPR Chair and Centre for Intellectual Property Rights at Maharashtra National Law University Nagpur take this opportunity to provide a platform for the intellectual discourse on different facets of Intellectual Properties in the Entertainment

REGISTRATION DETAILS

The registration to the Awareness Program is open to

- Law students
- Academicians and Researchers
- Stakeholders
- Practising advocates and professionals

Registration Fee –There is no registration fee for the Awareness Program. Prior registration to the Awareness Program is mandatory.

Registration Link - <https://forms.gle/HWd7MVu1sPUED8fn6>

* All participants will receive a link to the Awareness Program on January 21, 2021

* All participants of the Awareness Program will receive an Electronic certificate (e-certificate).

PATRON

Prof. (Dr.) Vijender Kumar
Hon'ble Vice Chancellor,
Maharashtra National Law University, Nagpur

Coordinator

Dr. Ragini P. Khubalkar
Assistant Professor of Law,
In-charge, DPIIT-IPR Chair,
Maharashtra National Law University, Nagpur

Co-coordinators

Ms. Shweta Kulkarni
Research Assistant,
DPIIT-IPR Chair,
MNLU, Nagpur.
9881713172

Dr. Anchit Verma
Research Assistant,
DPIIT-IPR Chair
MNLU, Nagpur
9889822244

For any queries, feel free to send an email to – iprchair@nlunagpur.ac.in
Contact MAHARASHTRA NATIONAL LAW UNIVERSITY, NAGPUR

www.nlunagpur.ac.in