



Maharashtra National Law University, Nagpur

**DPIIT-IPR Chair**  
organises

Virtual Expert Lecture by

**Priyanka Khimani,**  
Partner,

**Anand and Anand and Khimani**

On

**‘IPR in Entertainment and Music Industry’**

January 16, 2021

## **VIRTUAL EXPERT LECTURE ON IPR IN ENTERTAINMENT AND MUSIC INDUSTRY**

Department for Promotion of Industry and Internal Trade (Ministry of Commerce and Industry, Government of India) Chair on IPR and Centre for Intellectual Property Rights, Maharashtra National Law University, Nagpur under the Expert Lecture Series is organizing the third Virtual Expert Lecture on **IPR in Entertainment and Music Industry** on January 16, 2021.

### **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 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]; fifth batch of postgraduate degree program [One-Year LL.M.]; and three batches of Ph.D. programme. The University is pursuing excellence in legal and justice education under the dynamic leadership of the Chancellor, Hon'ble Shri Justice S.A. Bobde, Chief Justice of India and Chancellor of the University. The University is recognized 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 the B.A.LL.B. (Honours 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 of 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**

IPR cannot be kept away from the Entertainment and Music Industry in this 21<sup>st</sup> 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 and Music 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 and Music Industry is old and is developing with time. Even after much awareness about the rights, there are a number of questions like, can you play a song at your wedding without permission of the right holder? What do the night clubs do to play the songs which are already protected by the IPR legislations as they derive profit out of it? How do Trademarks come in the picture in case of Entertainment and Music Industry? Such questions need to be answered and more awareness is to be created about the use of IPR in Entertainment and Music Industry so that the rights of not only the established but the rights of the newcomers can also be secured.

### **THE OBJECTIVES OF THE EXPERT LECTURE SERIES**

To promote awareness on intellectual property rights and its importance, it becomes of paramount importance to help people understand the interface of IPR with other domains. For the same, the DPIIT-IPR Chair aims to organize a series of lectures which would focus on the IPR and its relation with other domains like Space law, Entertainment and Music Industry, Sports law, Trade Secrets, Traditional Knowledge, Geographical Indications, Energy and Telecom Industry, Pharmaceuticals, etc. One of the main objectives is to make public aware about the economic, social and cultural aspects of the IPR. In pursuance of the same this third lecture in the Expert Lecture Series is being organized.

### **SCHEDULE FOR THE EXPERT LECTURE**

The Expert Lecture by **Priyanka Khimani, Partner, Anand and Anand and Khimani, Mumbai** is scheduled on January 16, 2020 at 11:30 A.M.

### **Registration Details:**

The registration to the expert lecture is open to

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

**Registration Fee** –There is no registration fee for the expert lecture. Prior registration to the expert lecture is **mandatory**.

**Registration Link-** <https://forms.gle/YuuVwfK9iabrtDQE8>

\* All participants will receive a link to the Expert Lecture which will be held using the online platform, ‘**Cisco Webex**’ and all participants who have registered using the above link will receive the event link by January 15, 2021.

\*All participants of the Expert Lecture will receive an Electronic certificate (e-certificate).

## **PATRON**

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

## **Coordinator**

Dr. Ragini Khubalkar,  
In-charge, DPIIT-IPR Chair,  
Assistant Professor of Law.

## **Co-coordinators**

- Srijan Mishra  
Research Assistant,  
DPIIT-IPR Chair, MNLU Nagpur.
- Shweta Kulkarni  
Research Assistant,  
DPIIT-IPR Chair, MNLU Nagpur.

## **Contact**

For any queries, feel free to send an email to – [iprchair@nlunagpur.ac.in](mailto:iprchair@nlunagpur.ac.in)

**MAHARASHTRA NATIONAL LAW UNIVERSITY, NAGPUR**

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