



HIDAYATULLAH NATIONAL LAW UNIVERSITY

RAIPUR

— One-Day Colloquium on —

SOCIAL MEDIA & ENTERTAINMENT

— Whose IP is it Anyway? —

FEB 1 2025

10:30 AM - 05:30 PM HNLU CAMPUS

ORGANISED BY
DPIIT-IPR CHAIR, HNLU

IN COLLABORATION WITH
Centre for Innovation & IP Laws
SCHOOL OF LAW & TECHNOLOGY



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HNLU Raipur

About HNLU

Established in 2003, Hidayatullah National Law University (HNLU) has carved out a niche for itself in the realm of legal education across India. A premier university for legal education and research is celebrating its 20th year of establishment. The university's motto, 'Dharma Sansthanartham,' translates to 'for the sake of establishing the primacy of laws of eternal values'. In line with this ethos, HNLU is dedicated to providing advanced legal education that shapes students into more than just legal professionals, it instills in them a profound responsibility to contribute to society. The university has launched several innovative programmes in the last four years like Lex Osmose, Ex Arca, HNLU Press, Sui-generis, HEXA, HAAI and R-HaS.

About the School for Law and Technology (SLT)

The School of Law and Technology (SLT) is the Research Hub of HNLU which is mandated with research, teaching and advocacy in the fields of intellectual property, privacy & data protection, cyber security, digital commerce, artificial intelligence, and policy impact on trade, commerce & society. SLT and its centers undertake research endeavors and projects on policy and practice of the above segments of technology & law Interface.

About the Centre for Innovation & Intellectual Property Laws

The Centre for Innovation and Intellectual Property Laws (CI IPL) is one of the spokes under the hub of SLT. CI IPL aims to serve as hub for legal scholarship, policy analysis, and capacity building in the domain of innovation and intellectual property laws. With a focus on fostering a comprehensive and incisive understanding of IP rights and their impact on society, CI IPL has robust plans to offer various programs and initiatives to students, scholars, legal practitioners, and industry professionals. CI IPL focuses on adopting an interdisciplinary approach, bringing together professionals from different areas to explore the multifaceted aspects of innovation and IP. The center plans to engage with stakeholders from academia, government, industry, and civil society to facilitate meaningful dialogue and collaboration on emerging issues in the field. By promoting research and scholarship, CI IPL aims to contribute to the development of robust IP laws and policies that balance the interests of creators, innovators, and the public.

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 select universities and academic institutes. 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." Primary objectives of the Chair under SPRIHA are to encourage the study of, education in and research on IPR, as well as to promote outreach in IP law. HNLU received the prestigious Chair very recently for its progressive IPR curriculum and intensive research initiatives.

About the Colloquium

In today's interconnected world, where every scroll, like, and share potentially involves intellectual property, understanding the dynamics of content creation and its legal implications has become paramount. This program has been meticulously curated to provide insights into the challenges faced by creators, platforms, and IP stakeholders in the evolving digital entertainment landscape.

The digital age has transformed the way we create, share, and consume content. Platforms like YouTube, Instagram, and TikTok have democratized creativity, enabling individuals to reach global audiences with a click. However, this rapid evolution of social media and entertainment platforms has also given rise to a labyrinth of legal complexities, particularly in the realm of intellectual property (IP).

Creators often find themselves navigating unclear waters-determining ownership of collaborative content, addressing copyright infringements, and understanding the nuances of licensing and fair use. At the same time, entertainment companies and social media platforms grapple with their roles as gatekeepers of IP while ensuring a balance between content moderation and creative freedom. Questions such as "Who owns the viral meme?" or "What happens to the IP of content created using generative AI tools?" highlight the urgency to address these emerging issues.

The DPIIT-IPR Chair at HNLU, Raipur, in collaboration with the Centre for Innovation and IP Laws (CI IPL), SLT, is organizing this one-day thematic Colloquium on "Social Media and Entertainment: Whose IP is it Anyway?" to delve into these pertinent issues. The program will be divided into two broad sections – Plenary Session/Panel Discussion and Paper Presentations – and will bring together IP law experts, research scholars, and academicians to provide diverse perspectives on the challenges and opportunities arising at the intersection of social media, entertainment, and intellectual property.

Objectives of the Colloquium

- To explore ownership and licensing challenges in social media content and entertainment industries.
- To examine the role of platforms in safeguarding IP rights and fostering creativity.
- To discuss contemporary issues, such as AI-generated content, influencer marketing & user-generated content, from an IP perspective.
- To engage the audience in a thought-provoking discussion through interactive Q&A sessions.
- To delve deeper into the issues relating to social media and IP ownership through paper presentations by passionate academicians and scholars.

Program Highlights

- Participation open to students, academicians, professionals and other stakeholders.
- Free registration.
- Sessions by Leading Experts from Industry and Academia.
- Deep-dive into various dimensions of IP in social media and entertainment.
- Dynamic interactive session encouraging active audience participation.
- Exploration through Research Proposal Presentations (open only to LL.M. scholars, Ph.D. scholars & academicians).
- Certificates to all Presenters & Participants.
- Lunch and High Tea.

Call for Papers

This Colloquium, in its paper presentation section, aims to provide a platform for academicians and scholars to explore the dynamic interplay between social media, entertainment industries, and intellectual property rights. It seeks to foster critical discussions on contemporary issues and challenges in this domain.

Who Can Present?

The call for papers is open exclusively to academicians and scholars pursuing LL.M. or Ph.D. in the field of law, preferably specializing in Intellectual Property Rights.

Sub-Themes

- Presenters are encouraged to submit original and unpublished research papers on the following indicative topics:
- Intellectual Property Challenges in the Era of Social Media
- Copyright Issues in Digital Streaming Platforms and Online Content.
- Social Media Influencers and IPR Protection
- Fair Use Doctrine in Social Media and Entertainment
- Patent Law and Emerging Technologies in Entertainment
- Protecting Performers' Rights in the Digital Age
- Artificial Intelligence in Social Media Content Creation: IPR Implications
- Piracy and Its Impact on the Entertainment Industry
- Submissions on related topics within the overarching theme are also welcome.

Submission Guidelines

- **Language:** All submission must be made in English.
- **Originality:** Submissions must be original and not under consideration for publication elsewhere. Plagiarism beyond 10% will result in disqualification. AI generated content will be subject to strict scrutiny and may lead to rejection.
- **Co-authorship:** A maximum of two authors is permitted.

1. **Research Proposal:**

Each presenter shall first submit a Research Proposal to be considered for presentation at the Colloquium.

Word Limit: 350-500 words (including 5-7 keywords).

Formatting: Times New Roman, Font Size 12, 1.5 Line Spacing.
(Footnotes: Times New Roman, Font Size 10, 1 Line Spacing)

The proposal should include the theme, the research problem, structure, methodology, and key findings (if the work is completed).

Include the title of the paper, author(s) name, designation/ position, institutional affiliation, and contact details.

2. **Full Research Paper:**

To be submitted after the event.

Word Limit: 4,000–6,000 words (excluding footnotes).

Formatting: Times New Roman, Font Size 12, 1.5 Line Spacing.
(Footnotes: Times New Roman, Font Size 10, 1 Line Spacing)

Citation Style: Bluebook (21st Edition).

3. All Research Proposals must be submitted via email to **iprchair@hnl.u.ac.in** with the subject line: Submission for Colloquium: Social Media and Entertainment.

4. **Important Dates:**

Deadline for Registration (both for Presenters and Participants)-cum-Proposal Submission: **5th January, 2025.**

Notification of Proposals Selected for Presentation: **8th January, 2025.**

Date of Proposal Presentation/Colloquium: **1st February, 2025.**

Submission Deadline for Full Papers/Manuscript (those Proposals that were presented): **21st March, 2025.**

5. **Selection and Recognition:**

Research Proposal entries are limited.

Only a limited number of Research Proposals will be selected for presentation during the Colloquium. (decision of the Organizing Committee shall be final in this regard)

The Best Presentation will be awarded a cash prize of INR 15,000.

All selected papers will be published in the form of an Edited Book (please note that Proposal Presentation does not guarantee publication)

6. **Registration Link:** <https://forms.gle/9cADV7vqCfe4trBc9>

Organising Committee



Prof. (Dr.) V.C. Vivekanandan
Colloquium Chairperson



Dr. Ankit Singh
Organizing Secretary

Members



Dr. Debmita Mondal



Dr. Atul Jaybhaye



Ms. Urvi Shrivastava



Ms. Garima Panwar



Ms. Apurva Sharma

Research Assistants, DPIIT-IPR Chair

Ms. Shambhavi Tripathi
Ms. Palak Rajpal

Student Organising Committee

Preeti Talreja
Student Convener

Aayushka Pandey
Student Co-convener

Members

Harsh Ahuja
Vikrant Tiwari
Ashyam Rayyan Ullah
Aryan Arawalia

FOR ANY QUERIES, PLEASE CONTACT

Dr. Ankit Singh
DPIIT-IPR Chair Professor
E-Mail: ankit.singh@hnl.u.ac.in
Mobile: 8966049636



HIDAYATULLAH NATIONAL LAW UNIVERSITY, RAIPUR
Sector-40, Nava Raipur Atal Nagar - 493661 (C.G.)



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