

# CERTIFICATE COURSE ON LAW AND BUSINESS OF ENTERTAINMENT, SEPTEMBER 20-22, 2018

GNLU Centre for Sports and Entertainment Law (GCSEL) in collaboration  
with Banana IP Counsel





## ABOUT GCSEL:

The Gujarat National Law University Centre for Sports and Entertainment Law (GCSEL), is one of the first centre in India that is working in the area of Research and Development of Sports and Entertainment Law. The centre has been expanding and developing ever since its inception in the year 2010, by working and getting associated with renowned and well known personalities of the field and has been working with dedication towards development and generating awareness of these still born fields of law in India. The centre is presently working under 2 separate wings, one dealing with the Sports law, while the other with the Entertainment laws.

## ABOUT THE COURSE:

This certificate course will give a bird's eye view of the basics of the law and business of entertainment. It includes specific sessions on entertainment contracts, negotiation skills, entertainment disputes and resolution.

## COURSE OBJECTIVES:

- a. To provide an understanding of IP and other related laws relevant to the entertainment industry;
- b. To give an insight into entertainment contracts, the basic clauses in such contracts, and the most negotiated terms; and
- c. To provide an understanding of common disputes and their resolution options.

## OUR RESOURCE PERSONS:

Sanjeeth Hegde specializes in IP strategy, licensing, and entertainment law. Over the years he has worked for some of the leading Fortune 500 companies such as ADM and EMC-Dell. He holds a Juris Doctorate and Masters in Intellectual Property law degrees from Franklin Pierce Law Center (UNH School of Law). He also teaches at premier institutions such as National Law School of India University and Indian Institute of Management Bangalore. Some of Sanjeeth's clients include Yash Raj Films, Dharma Productions, Vishesh Films, Essilor, Peps Industries, Godrej and Bosch. From time to time he also advises select start-ups and SMEs.



**Mr. Sanjeeth Hegde**  
Senior Partner at BananaIP (BIP)



**Ms. Anchita Sharma**

Intellectual Property Attorney at BananaIP

### OUR RESOURCE PERSONS:

Ms. Anchita Sharma advises major film and content production houses such as Yash Raj Films and Dharma Productions on all aspects of IP for production, distribution, merchandizing, and dispute resolution.



### THEMES FOR SESSIONS:

- Basics of Entertainment Law - Understanding Copyrights, Trademarks and other important laws;
- Understanding different contracts such as artist agreements, film contracts and license;
- Conceptual Understanding and Legal Analysis of Risk Clearances;
- Publicity rights and related issues;
- Content Licensing and Merchandising;
- Contemporary Issues and Disputes in the Entertainment Industry.

### WHO SHOULD ATTEND?

- Students
- Academicians
- Lawyers
- Members of the Entertainment Industry

Candidates applying for the course should be pursuing/pursued a law degree or have some experience in Entertainment Industry.

## WHY SHOULD YOU ATTEND?

- To become an engaged participant in debate regarding emerging and contemporary issues in the field of entertainment law;
- Have the skills to generate critical and creative ideas relating to entertainment law and to evaluate existing legal theories, principles and concepts with creativity and autonomy;
- Have the technical skills to independently examine, research and analyse existing and emerging legal issues relating to pertaining to business and entertainment laws;
- Have the communication skills to clearly articulate and convey complex information regarding entertainment law;
- Be able to apply these skills and understanding in an advanced and specialized manner in professional sphere

## EVALUATION PROCESS:

The evaluation will comprise of the following components-

- Class Participation;
- Performance in Risk Analysis and Legal Clearance Activity;
- Performance in Mock Negotiation Exercise;
- Performance in Assessment Exercise.

## REGISTRATION FEE:

1. For Students (GNLU and Non-GNLU): Rs. 1,500\*
2. For Others (GNLU and Non-GNLU): Rs. 3,500\*

*\*The fee is exclusive of accommodation and food.*

*Accommodation will be provided on payment/request basis.*

*For further details contact Course Coordinator*

## PAYMENT MODE:

<https://www.onlinesbi.com/prelogin/collecthome.htm?corpID=627430>

*Kindly send the soft copy of duly filled registration form along with the copy of payment made, by email (with subject as: Registration for Course) to [gcsel@gnlu.ac.in](mailto:gcsel@gnlu.ac.in).*

## COURSE REGISTRATION:

- Registration will close on September 20th, 2018
- Number of seats: 40 (First come basis)

## ORGANIZING COMMITTEE MEMBERS:

- Dr. Richa R. Mulchandani, Convener & Centre Director, GCSEL
- Mr. Tarun, Course Coordinator and Member, GCSEL

For any queries, kindly send us an email at [gcsel@gnlu.ac.in](mailto:gcsel@gnlu.ac.in) or contact Mr. Tarun at +918128650863.

