



Team Anand and Naik Secures Personality Rights Protection for Mr. Abhishek Bachchan

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Team Anand and Naik recently represented Mr. Abhishek Bachchan before the Delhi High Court, helping him secure his personality and publicity rights. Hon'ble Mr. Justice Tejas Karia, passing an order in his favour, noted the following key points:

- Unauthorised commercial exploitation of Personality Rights impacts the dignity and the commercial interest of the individual, causing irreversible injury to the reputation and goodwill.
- The use of technology to portray the Plaintiff is misleading/derogatory/inappropriate settings infringe the Plaintiff's Right to Privacy, which is aggravated by the ease of dissemination of such content over the internet.
- The Defendants were accordingly restrained by the order passed from selling infringing merchandise bearing the Plaintiffs' name, images, signature etc., generating images of the Plaintiff by the use of technology (including Artificial Intelligence) and creating objectionable and explicit content of the Plaintiff by the use of technology (including Artificial Intelligence).
- Take-down of the links hosting all such infringing merchandise / content was directed.

Team: Pravin Anand, Dhruv Anand, Udita Patro, Nimrat Singh, Dhananjay Khanna



Media Coverage

THE TIMES ENTERTAINMENT
After Aishwarya Rai, Abhishek Bachchan moves to Delhi High court to protect personality rights, here's all you need to know about it

Live Law
Will Pass Orders: Delhi High Court in Abhishek Bachchan's Plea Seeking Protection Of Personality Rights

The Telegraph online
Abhishek Bachchan moves Delhi HC to protect personality rights, cites AI deepfake misuse

The Indian EXPRESS
Actor Abhishek Bachchan moves Delhi HC seeking protection of personality rights, court says it will pass orders

THE HINDU
HC to pass order on Abhishek Bachchan's plea to protect his persona rights

Hindustan Times
Delhi HC to pass order protecting Abhishek Bachchan's personality rights, curb misuse online

Business Standard
Explained: What are personality rights and how they protect public figures

The Evening Times
Will pass order on actor Abhishek Bachchan's plea to protect publicity, personality rights: Delhi HC

BarBench
After Aishwarya Rai, husband Abhishek Bachchan moves Delhi High Court for protection of personality rights

INDIA TODAY
Explainer: Why law steps in if a celeb's face is on T-shirts being sold by fans

ThePrint
After wife Aishwarya Rai, Abhishek Bachchan moves Delhi HC seeks to protect personality rights



KEY CONTACTS



Pravin Anand

Managing Partner

[View Bio of Pravin Anand](#)



Dhruv Anand

Partner

[View Bio of Dhruv Anand](#)