



Media and Entertainment Laws

Overview

Media and Entertainment Law

For media and entertainment to thrive, the market must allow fair competition, opportunities for collaboration and the ability to effectively monetise commercial property – much of which depends on strong intellectual property protection.

Media and entertainment, an inapt containment of a vast and diverse set of industries, is nearly universally the poster child of creative expression, information dissemination and economic growth. Since its inception, Anand and Anand has been a trusted media and entertainment law firm in India, supporting creators and industry leaders alike. Having worked in close collaboration with national and international performers, artists, authors, publishers, production houses, record labels, online content providers, broadcasters, advertisers and distributors, our attorneys have introduced and crystallised crucial international legal concepts in the field.

The firm represents a clientele spread across film, television, music, radio, publishing and new media. Our practices consistently devise and deliver well-researched, cost-effective and comprehensive commercial and litigation strategies for all conventional and non-conventional issues faced by our clients.

Our dedicated teams provide diverse services, including negotiations encompassing acquisition, protection, distribution and exploitation of rights; franchising and partner searches; drafting and



vetting contracts and agreements; clearances and regulatory compliances, assistance regarding licensing and other ancillary issues, arbitration and mediation and civil and criminal litigation.

DUE DILIGENCE

Our team of experts conducts thorough due diligence to ensure that clients are sufficiently protected from potential threats of infringement and copying deploying a wide variety of tools to vet projects and agreements, and suggest appropriate modification of content. Being sensitive to the aversion of the creative industries to excessive paper work and legal formalities, we use simple, user-friendly and cost-effective mechanisms to achieve the right balance between a saleable production and protection from potential threats.

TIE- UPS

We are proud to be a part of a network of associations and our in-depth understanding of our client's intellectual property coupled with a practical work approach makes us an obvious choice to assist them in potential tie-ups and other business plans. We structure deals for production houses looking for investment or for investors looking for ideal projects to participate in.

INCUBATION OF TALENT

Our law firm represents various artistes, composers and companies that have access to a huge pool of fresh talent. Our lawyers assist the client in leveraging creativity and talent for the maximum commercial potential and at the same time helps content seekers find the right talent for investment.

Looking for a media and entertainment law firm in India? We help creators, studios, and platforms protect rights, close deals, and grow their brands.

Awards & Recognition

Our media and entertainment practice is highly regarded with many cases making headlines. Some of the recent honours include

- Asia IP India IP Awards – Technology, telecom and media
- IBLJ Indian Law Firm Awards –Media & Entertainment 2020 – 23



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