Anand and Naik for Amitabh Bachchan's personality rights

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Team Anand and Naik comprising Managing Partner Pravin Anand, Ameet Naik, Madhu Gadodia, Dhruv Anand, Udita Patro, Swati Jain, Sampurnaa Sanyal and Nimrat Singh filed a suit before the Delhi High Court engendering an order restraining the 'world at large' from infringing the personality and publicity rights of Amitabh Bachchan. Our Team had moved court on behalf of Mr Bachchan seeking protection of his image, name, voice, and personality rights after coming across several instances of misuse of his name, face, voice etc. These included t-shirts with his photographs, mobile applications running lottery adverts in his voice and even registered domain names using his name. The matter was listed before Justice Navin Chawla who held that, "The actor is likely to suffer irreparable loss and harm due to such activities. It can also bring disrepute to him. Hence, keeping all these things in view, an interim order has been passed". This order will go a great way in setting precedent against unauthorised commercial exploitation of an individual's persona.
https://www.indiatoday.in/law/story/amitabh-bachchan-photo-voice-permission-delhi-high-court-interim-injunction-2301540-2022-11-25

KEY CONTACTS



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