



DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA



DPIIT-IPR Chair

DR. RAM MANOHAR LOHIYA

NATIONAL LAW UNIVERSITY, LUCKNOW

Presents

SECOND EDITION OF NATIONAL CONFERENCE

MODE : HYBRID MODE

DN



**“IPR Related Wider Issues in the World of
Advertising, Branding and the Influence of AI &
Deepfakes with Regard to Celebrity and
Personality Rights”**



**28 – 29
2026**



ABOUT THE CONFERENCE

In the contemporary digital economy, advertising and branding have undergone a fundamental transformation. The rapid integration of Artificial Intelligence (AI), algorithm-driven marketing, influencer culture, and immersive digital platforms has redefined how brands communicate with consumers. At the same time, the emergence of deepfake technologies, synthetic media, and AI-generated endorsements has raised complex intellectual property and personality rights concerns, particularly in relation to celebrities, public figures, and individuals whose identity, likeness, or voice may be commercially exploited without consent.

Advertising today is no longer limited to traditional media. It is increasingly powered by data analytics, generative AI tools, virtual influencers, and automated branding strategies. While these innovations offer unprecedented creative possibilities and commercial efficiency, they also challenge existing intellectual property frameworks relating to copyright, trademarks, publicity rights, and unfair competition. The misuse of AI-generated deepfakes in advertisements, political messaging, and brand promotions poses serious threats to reputation, consumer trust, and individual autonomy.

Against this backdrop, the DPIIT IPR Chair at Dr. Ram Manohar Lohiya National Law University (RMLNLU), Lucknow proposes to organize the Second Edition of the National Conference in March 28-29, 2026. The conference aims to provide a multidisciplinary platform for legal scholars, policymakers, industry professionals, technologists, and students to critically examine the evolving interface between intellectual property law, advertising practices, branding strategies, and emerging AI-driven technologies.

ABOUT DR. RAM MANOHAR LOHIYA NATIONAL LAW UNIVERSITY, LUCKNOW

Dr. Ram Manohar Lohiya National Law University, Lucknow, was established by an Act of the Government of Uttar Pradesh in 2005 and began operations in January 2006. It offers programs such as a PhD in law, social sciences, and humanities, a one-year LL.M., and a five-year integrated B.A. LL.B. (Hons.). The university is equipped with a modern Seminar Hall, Video Conferencing Hall, and one of India's top law libraries, the Madhu Limaye Library. With excellent infrastructure, RMLNLU is committed to advancing legal education and research, emphasizing students' responsibility to serve society through law.

ABOUT THE DPIIT IPR CHAIR, RMLNLU

The Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, launched the SPRIHA scheme in 2016 to establish IPR Chairs in select universities and academic institutes. This aligns with the National IPR Policy's goal to strengthen IP Chairs in higher education for quality teaching, research, and curriculum development.

RMLNLU Lucknow was selected as one of the institutions to host an IPR Chair under the leadership of Professor Manish Singh. The Chair promotes IPR education, research, and outreach, offering courses at all levels and fostering policy-relevant research. It aims to create an IPR knowledge database, case study repository, and gather insights from industry and academia to aid policymakers. The initiative supports IPR application filings and encourages collaboration between industry and academia, addressing technology sharing and research gaps. Scholarships will also be provided for emerging IPR areas.

CONCEPT NOTE

The growing convergence of intellectual property rights with advertising and branding practices has brought personality rights, celebrity rights, and digital identity to the forefront of legal discourse. AI-driven tools can now generate hyper-realistic images, videos, and voices, making it increasingly difficult to distinguish between authentic and manipulated content. Deepfakes, in particular, have emerged as a powerful yet dangerous technology, capable of misappropriating a person's likeness for commercial gain, misinformation, or reputational harm.

Traditional IP regimes were not designed to address challenges arising from virtual influencers, synthetic endorsements, and AI-generated brand ambassadors. Questions surrounding ownership, consent, liability, and enforcement remain largely unresolved. The unauthorized use of celebrity images or voices in advertisements through AI tools raises serious concerns regarding passing off, false endorsement, trademark dilution, and violation of privacy and personality rights.

This conference seeks to explore whether existing legal frameworks are adequate to regulate AI-driven advertising and branding or whether new regulatory approaches are required. It also aims to deliberate on global best practices, comparative legal developments, and policy responses to ensure ethical governance, consumer protection, and the safeguarding of individual rights in the digital advertising ecosystem.

The conference will feature parallel technical sessions, invited keynote lectures, paper presentations, and expert-led discussions. Selected papers, after rigorous peer review and plagiarism checks, are proposed to be published with a reputed publisher. Another significant outcome of the conference will be the preparation of a White Paper based on expert consultations and session deliberations, offering policy recommendations on AI, deepfakes, and personality rights in advertising and branding.

CALL FOR PAPERS

The DPIIT IPR Chair, RMLNLU, Lucknow invites original, unpublished research papers, articles, and case analyses from academicians, legal practitioners, policymakers, industry professionals, advertising experts, media professionals, research scholars, and students from across India.

Submissions may be doctrinal, empirical, comparative, or interdisciplinary in nature. Papers aligned with the main theme or related areas are welcome.

SUB-THEMES

- Personality Rights and Celebrity Rights in Advertising and Branding
- AI-Generated Endorsements and Legal Accountability
- Deepfakes and Misappropriation of Identity: Legal Remedies and Challenges
- Trademark Law and False Endorsement in the Age of AI
- Copyright Issues in AI-Generated Advertisements and Branding Content
- Regulation of Influencer Marketing and Virtual Influencers
- Consumer Protection and Deceptive Advertising Using AI Tools
- Comparative Perspectives on Personality Rights and Publicity Rights
- Ethical Governance of AI in Advertising and Brand Communication
- Balancing Innovation and Individual Rights in Digital Advertising

The above sub-themes are indicative and not exhaustive. Author(s) can write papers on any topic within the scope of the main theme or related to the mentioned Sub-Themes.

SUBMISSION GUIDELINES

1. All submissions must be in English.
2. The abstract should be around 250-300 words, accompanied by a cover letter containing a brief profile of the author including e-mail ID, contact number, designation, institution and official address.
3. The word limit for a research paper is 6000-8000 words (inclusive of all citations and references).
4. Submissions must be typed in Times New Roman, Font Size 12 on A4 size paper with 1" margin on all sides with 1.5-line spacing. The heading should be in Times New Roman, Font Size 14, Bold, 1.5-line spacing, centre-aligned while sub-heading should be in Times New Roman, Font Size 13, Italicized, 1.15-line spacing. Footnotes must be in Times New Roman, Font Size 10 with 1.0-line spacing. The file extension shall be .doc.
5. Co-authorship is allowed up to a maximum of 2 authors. All the co-authors need to get registered for the conference.
6. The similarity index shall be as per the UGC Guidelines.
7. The Author(s) should also send a declaration along with the abstract & final paper that their work is original and unpublished and that it does not infringe the copyright laws. The organizing committee is not responsible for any copyright infringements by the authors and if found such the paper is liable to be disqualified at any stage.
8. Author(s) are required to adhere to: OSCOLA (4th edition) style of citation.
9. The selected papers are proposed to be published in the form of an edited book with ISBN:
10. Author(s) who intend to present their research papers in the conference are required to submit the Abstract on or before 05th March, 2026 (latest by 11:59 PM) through the prescribed mode only.
11. The Manuscript Submission and Registration shall be done through the following link:-
<https://docs.google.com/forms/d/e/1FAIpQLSc2bfTSIg7ykXYRJ6dh73XsdUsVpG3wvQ0l3GQK8tkzJmtCuQ/viewform>
12. The proposed publication aims to enrich academic and professional discourse on intellectual property challenges in advertising, branding, and media ecosystems, particularly in the context of Artificial Intelligence, deepfakes, and celebrity and personality rights. The book seeks to provide critical insights and policy-relevant perspectives to support the development of effective and contemporary IP frameworks addressing identity, reputation, and ethical governance in the digital age.

Venue:

**Dr. Ram Manohar Lohiya National Law University,
Sector D-1, LDA Colony, Kanpur Road Scheme, Aashiyana,
Lucknow-226012, Uttar Pradesh, India.**

REGISTRATION GUIDELINES

1. The registration fee is as follows: -

- For Students and Research Scholars (Any Discipline)- Rs 1000 /-
- For academicians and professionals - Rs. 1500 /-
- Attendee - Rs. 500 /-
 - Accommodation to outstation participants shall be provided subject to availability in nearby hotels on concessional payment basis. Accommodation charges are exclusive of registration fees.

2. Each Author has to pay individually.

3. Registration for the conference has to be done through the following link or QR Code:

- <https://forms.gle/rwJqtU9yjUxnBrs6>

4. Payment Guide:

- Use link <https://onlinesbi.sbi.bank.in/sbicollect/icollecthome.htm> or QR Code
- Search by institute **DR RAM MANOHAR LOHIA NATIONAL LAW UNIVERSITY, LUCKNOW** through search box.
- Select Payment Category "**REGISTRATION FEE**"
- Select Event/Academic Activity "**Seminar/Workshop**"
- In remark section fill name of the Event "**2nd National Conference by DPIIT IPR Chair RMLNLU**".
- Fill-up your details and complete the payment process.

5. Mode of the Conference: Hybrid Mode (Online & Offline)

Scan to pay
Registration
Fee



Scan for
Registration



IMPORTANT DATES

Deadline for Submission of Abstract	: 28 th February 2026
Confirmation of Abstract Selection	: 03 th March 2026
Deadline for Submission of Full Paper	: 25 th March 2026
Last Date for Registration and fees payment	: 25 th March 2026
Conference Dates	: 28 th & 29 th March 2026

ORGANISING COMMITTEE



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