**RAJIV GANDHI SCHOOL OF INTELLECTUAL PROPERTY LAW IIT KHARAGPUR**

# M·CIP 5.0
MEDIA, ENTERTAINMENT & IP

## MASTER'S CONFERENCE ON INTELLECTUAL PROPERTY
**5TH EDITION**

# 29-30
## MARCH 2025

**REGISTRATION:**

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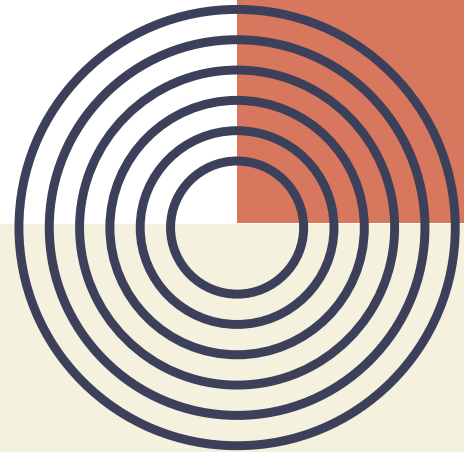✉ mcipnew@gmail.com
✉ mcip@iitkgp.ac.in

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# ABOUT RGSOIPL

Established in 2006 as the pioneering institution of its kind within the IIT system, RGSoIPL has been a trailblazer in integrating technology and law. While other institutions have also ventured into this domain, RGSoIPL proudly stands as the sole law school with an unwavering focus on technology.

Our primary goal is to cultivate lawyers who possess legal expertise and a profound interdisciplinary understanding, particularly in the intersection of technology and law. We are committed to fostering holistic growth, with research at the heart of our educational mission.

The remarkable achievements of our students and alumni in a relatively short span are a testament to the exceptional pool of skills and abilities that RGSoIPL has fostered. As a premier law school of the nation, we continue to set the standard for excellence in technology-focused legal education and research.

# ABOUT MCIP 5.0

The Master's Conference on Intellectual Property (MCIP) is centered on Intellectual Property and related areas. The aim of the conference is to carve out new ideas, innovation and strategic developments. The conference focuses on postgraduates and research scholars to showcase their expertise and contributions.

Building upon the success of MCIP 1.0, 2.0, 3.0 and 4.0, both nationally and internationally, we are pleased to introduce MCIP 5.0 in 2025, themed "Media, Entertainment and IP". The theme is based on the idea of the current entertainment industry. This edition draws inspiration from the contemporary entertainment landscape, and traditional societies including folklore, where the use of artificial intelligence is increasing and complexities of unauthorized use have been under the limelight more than usual. MCIP 5.0 highlights the various aspects of the media and entertainment industry, such as artificial intelligence, social media use, recognition of the rights of traditional societies, etc. Our objective is to offer a platform for aspiring professionals from various domains, including law, engineering, science, philosophy, and any field related to the theme.

## WHAT SETS US APART

MCIP is a conference tailored to Masters level students focusing on Intellectual Property and related areas. The conference offers invaluable insights into the practical aspects of the expansive field of Intellectual Property.

Participants have the opportunity to network with industry practitioners and esteemed academicians. MCIP is open to postgraduate students, academicians, and practitioners, welcoming national and International participants.

The conference provides a unique exposure to the expertise of IIT Kharagpur in the realms of intellectual property, science, and the humanities, as well as their interconnected fields.

# SUB THEMES

## Digital Media and IP

- Digital Copyright and Piracy
- Digital Watermarking and Content Protection
- Fair Use and Parody in the Digital Age
- AI and Media Law
- Big Data and Privacy in the Media Industry

## Traditional Media & IP

- Copyright and Open-Source Tools
- Celebrity Rights and Publicity
- Traditional Knowledge and Music Rights
- IP in Film and Television Production

## Digital Technology, IP, and Licensing Practices

- Issues related to Information Technology and IP
- Digital Media and Entertainment
- Digital Technology and IP
- Licensing Practices and royalty sharing
- Copyright Society's law and Practice Procedures

## Emerging Technologies and IP

- Animation in the Metaverse and VR
- IP in Gaming and Virtual Worlds
- IP and Regulation of OTT Platforms

## Legal and Business Issues

- IP Management and Licensing
- Media Investment and IP Valuation
- Media IP Litigation
- Jurisdictional Challenges in Global Media
- Copyright Society's Law and Practice
- Online Marketing and IP
- Influencer Marketing and IP

Note: This list is not exhaustive, the participants are free to choose any other sub-theme of their choice which matches the theme and outline of the conference.

# ELIGIBILITY

The Conference is open to all PG Students, Industry, and Faculty Research Scholars. 'PG Students' refers to those currently enrolled in from Master's programme in Law, Science, Humanities, and other interrelated disciplines. The Conference is also open to non-doctoral participants, working professionals, startups, in other interrelated disciplines.

# FOREIGN STUDENTS

We also extend an invitation to foreign participants around the world to take part in the event.
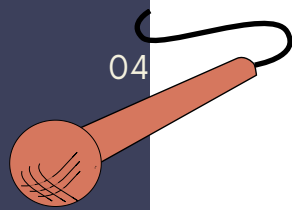
# REGISTRATION

The registration charges for the conference are as follows:
- Students only attending without presentation or paper submission: Rs. 1000
- Student and Research Scholars Participating: Rs. 2,500
- Faculty: Rs. 3000
- Industry and individuals: Rs. 4000

The registration fee is exclusive of accommodation and once paid will not be refunded under any circumstance.

Note: In case the amount is debited from the account after the payment is made and no acknowledgement is generated, kindly wait for 48-72 hours before making another payment.

# SUBMISSION GUIDELINES

## I. ABSTRACT:

- The submission for the abstract is to be made by February 20, 2025. The submission shall be in a doc/docx file.
- The word limit for the abstract is 400 words, including five keywords.
- The abstract should mention the following aspects of the paper:
    - Problem Statement
    - Objective
    - Methodology
    - A brief outline of the paper (tentative).
- The document should also contain Author details: Name, Institution, Designation (Year), Contact number, Email ID.
- The font shall be Times New Roman, Font Size - 12, Line Spacing - 1.5, and in justified format.
- The abstract shall be submitted through the Google form https://forms.gle/8gJyM3s348rn5TGa7.
- AI-generated content will not be accepted.
- The authors at the end of the paper have to give an undertaking mentioning that the content is not AI generated.

## I. FULL PAPER:

- The submission of the full paper for selected abstracts is to be made on February 28, 2025.
- The manuscript should be original and unpublished. The maximum word limit for the full paper is 8000 words, including footnotes.
- The paper should follow the following formatting guidelines:
- The submission shall be in a doc/docx file.
- The font shall be Times New Roman, Font Size - 12, Line Spacing - 1.5, and in Justified format.
- All citations will be made using the Harvard referencing style (author-date).
- References should be provided only at the end of the paper.
- All authors must use a similarity index tool, such as Turnitin, and submit a similarity report of the full paper. In case words are excluded while checking the report, a maximum of 3 words would be excused. Acceptable plagiarism limit is 10%.
- AI-generated content will not be accepted.
- The authors at the end of the paper have to give an undertaking mentioning that the content is not AI generated.
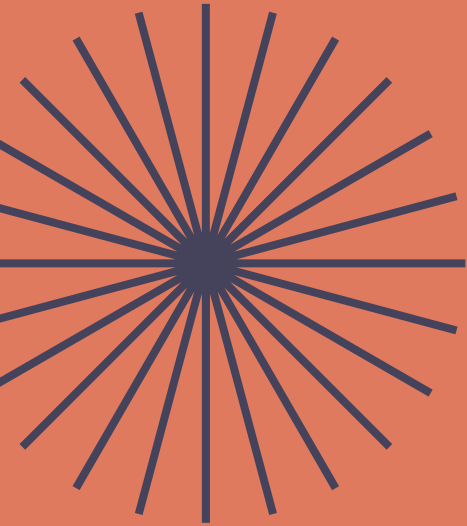
# TIMELINE

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|---|---|
| Last Date for Abstract Submission | 20.02.2025 (Thursday) |
| Acceptance Confirmation | 25.02.2025 (Tuesday) |
| Last Date for Conference Registration and Payment of Fees | 10.03.2025 (Monday) |
| Last Date for Paper Submission | 20.03.2025 (Thursday) |
| Event Dates | 29.03.2025 – 30.03.2025 (Saturday, Sunday) |

# VALEDICTORY SESSION

All participants in the conference shall receive a certificate of participation on March 30th, 2025, during the valedictory ceremony.

Top three presenters will be given a certificate of merit.

# ACCOMODATION

The participants have to arrange their own accommodation. However, the organizers may provide assistance with accommodation arrangements upon request.

# FACULTY COORDINATORS

- Prof. Padmavati Manchikanti
- Prof. Shreya Matilal
- Prof. Niharika Sahoo Bhattacharya
- Prof. Narendran Thiruthy

# REACH US

For further queries, please reach out to us at:
**mcipnew@gmail.com**
**mcip@iitkgp.ac.in**

To submit abstract:
https://forms.gle/8gJyM3s348rn5TGa7

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