

**CELEBRITY PERSONALITY RIGHTS PROTECTION
VERSUS
PUBLIC RIGHT OF FREE SPEECH:
PROTECTING CELEBRITY ATTRIBUTES WHILE
STRIKING THE “RIGHT” BALANCE.**

THESIS

SUBMITTED IN THE PARTIAL FULFILMENT OF THE DEGREE OF

DOCTOR OF PHILOSOPHY (PH.D.) IN LAW



**SUBMITTED BY:
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NLU/JODH//PH.D./2016/51**

**SUPERVISED BY:
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**NATIONAL LAW UNIVERSITY, JODHPUR (INDIA)
2024**

CERTIFICATE

This is to certify that the thesis titled “**Celebrity Personality Rights Protection v. Public Right of Free Speech: Protecting Celebrity Attributes while striking the “right” balance**” submitted by Aakanksha Kumar (Enrolment No. NLU/JODH//Ph.D./2016/51), Research Scholar at National Law University, Jodhpur is complete in all requirements for the award of Degree of Doctor of Philosophy in Law. This thesis is an original research work based on a doctrinal evaluation of existing facts and principles carried out by the research scholar under my supervision. This research work, in its present form, has not been carried out earlier or elsewhere. This work has not been submitted to any other University or body for any degree or any other purpose.

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Prof. (Dr.) I.P. Massey
Dean, Faculty of Law
Research Supervisor
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Date:

Place: Jodhpur

DECLARATION

I, **Aakanksha Kumar**, hereby declare that this doctoral research work titled, “*Celebrity Personality Rights Protection v. Public Right of Free Speech: Protecting Celebrity Attributes while striking the “right” balance.*” is an original work carried out under the guidance and supervision of **Prof. Dr. I.P. Massey** at National Law University, Jodhpur. The thesis has been evaluated through “Turnitin” software – the Similarity Report is appended with this work.

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DATE: JUNE 29, 2024

PLACE: BHILAI, CHHATTISGARH

PREFACE

Some portions in Chapters IV, VII and VIII were previously published in the following article: **Aakanksha Kumar, *Re-thinking Celebrity Domain Name Arbitration in India: Enforcing the Right of Publicity Through Private Dispute Resolution* 11(2) NTUT J. of Intell. Prop. L. & Mgmt. 29-48 [Dec 2022, SCOPUS Indexed]**. The article emerged from my doctoral research. The portions appear in this thesis in revised and updated form. I thank the anonymous peer reviewers at the Journal and organisers of the Inaugural IPIRA Academic Colloquium, 2021, for their constructive feedback on the article.

This dissertation work is upto date with personality rights case law evolution in India until mid 2024, however other legal developments in relation to Non-Fungible Tokens, Deepfakes and other Artificial Intelligence related concerns for personality rights, have not been discussed in depth, as they would inordinately enlarge the scope of this work, beyond what was initially approved. References to proposed legislations that nonetheless would take account of threats to persona, from emerging technologies, have been briefly mentioned as appropriate, in relevant chapters – these have been identified as areas of on-going and future research.

ACKNOWLEDGMENTS

“What does it mean to do work you love? Like all love, it is equal parts difficulty, exhilaration and self discovery”

- Paromita Vohra on Instagram [as @bombay.rosie]

I began this doctoral work with great gusto, unbridled commitment, and passion as a young researcher-instructor-educator in India, with the aim of completing the same in ‘record time.’ However, life and time, had other plans. Having not factored in a major concern – the *temporal* and how it influences and interacts with the then consequential *cultural choices* – has deeply affected this thesis outcome. And in the time spent on this labor of love, I was cautioned, nay warned, by those who had my best interests – that the doctoral work can be extremely isolating, cause anxiety, manifest fears, and insecurities, and be frustratingly exhausting. However, I have been extremely privileged to have had access to some of the greatest scholars and kindest people to make this arduous undertaking seem fulfilling, less lonely, and more enjoyable than frustrating or defeating; and I must acknowledge their impact and insights.

My first profuse note of gratitude is extended to Prof. Dr. I.P. Massey, my guide and supervisor during the last phases of this dissertation work. His towering, scholarly, and for our generation of learners – *legendary* yet never intimidating - mentorship during a time when I have battled some of the worst phases of my health is truly valued, and I shall remain eternally grateful for his supportive encouragement for my work and hand-holding through my struggles – academic and personal. An equally important role in the completion of this work, has been of my first and former supervisor – Prof. Dr. Gargi Chakrabarti. An accomplished scholar in her own right, she has been instrumental in shaping earlier drafts of this work, and even prior, in encouraging me to explore in research, my love for anything pop culture and film. Her consistent, deliberate pushes and kind reprimands at times, are the foundation on which this dissertation now stands. I must also thank, Prof. Dr. Harpreet Kaur, Vice Chancellor, NLU Jodhpur, for her compassionate intervention and accommodation at a most difficult time, and fondly recall having learnt from her at my first *Faculty Development Programme on Competition Law* that I participated at in 2013, as a freshly minted Masters Graduate, entering Indian legal academia. My deepest gratitude is additionally due, to Prof. Dr. Poonam Saxena, former Vice Chancellor at NLU Jodhpur, for not only taking me into the faculty at NLUJ to teach and research at, but more importantly, allowing me to leave to explore other avenues when needed, and yet welcoming me back as an associated scholar always. She saw in me, promise, and bestowed on me responsibilities of CARTAL and IJAL, alongside encouraging me to teach *Constitutional Governance* – that I began, admittedly, in protest, and yet, it is a significant experience of learning while teaching – that has influenced this research thesis.

My next note of thanks, goes out to Prof. David Tan (NUS Law), who instructed the elective on *Entertainment Law: Popular Iconography and the Celebrity* during my LL.M. at NUS in 2012-13. It was during his lectures, that the seeds for this doctoral work, were sown. I am truly grateful

for his magnanimity in encouraging my thoughts over personal meetings and emails since graduation – even if they were disorganised ramblings – so much so that he gave me access to earlier draft versions of his monograph and then his course manual – that became the basis for me to evolve into an Indian-ised elective I now administer – *Comparative Celebrity Laws: Personality, Publicity and Free Speech*. I forever shall remain in his debt and strive to live up to the standards he has set, and I am privileged to call myself his student always.

I read, research, learn and instruct *Intellectual Property Laws* and related areas, because I had the most brilliant and hard-working teachers I learnt from and with. I shall remain eternally grateful to my undergraduate law teachers – Prof Arathi Ashok and Prof Amarendra Ajit, who instructed the General IPR and IPR Honours courses, and made learning, study and research, the most enjoyable time in law school. I am also indebted to the unwavering inspiration from Prof. Irene Calboli, who instructed the NUS LLM elective on the *Laws of IPR in International Trade*. I learnt from her not only about learning, but also about educatively – entertaining teaching. It is also from her that I learnt the basics of IPR research methods, and research ethics. As I continue to remain in touch with her, I am privileged to receive her un-filtered notes on my draft work – often resulting in what she calls an “outcome of radical co-creation”. I call Prof Calboli my *Fairy Godmother*, as it is through her, that I have been able to access other stalwarts in the area of personality rights and IPR – Prof Justin Hughes – his words of encouragement on a part of this dissertation, on the nature of the right of publicity in India, that I presented at a conference in Singapore, and involving me in research during early stages of the laws that are today the Amendments to the New York Civil Rights legislation on Digital Replicas and Post Mortem personality Rights, remain the highlights of my dissertation stint; Prof Jennifer Rothman – her work on the history and evolution of the American version(s) of the Right of Publicity continue to remain awe-inspiring, and her easy approachability for discussion and brainstorming over email chains, leave me humbled. I am also grateful for the encouraging and insightful inputs of Prof Alexandra Roberts, Prof Brian L Frye, Prof Yogesh Pai, Prof Arul Scaria, Prof Siddharth Chauhan (NALSAR), Prashant Reddy, Prof Althaf Marsoof, Prof Naazima, Prof S V Srinivas, Prof Manohar, Pier Giuseppe, Niharika Salar, Tarun, Niyati, Anupriya Dhonchak and Lokesh Vyas on early (and some very recent) thoughts about this thesis work, alongside giving me access to readings that were otherwise in-accessible/hidden behind paywalls. It is by leaning on the shoulders of these brilliant academic minds, that I have been able to build my work. As I learn from, and with them even today, I increasingly understand that study and research isn’t about critiquing the earlier researches’ gaps alone, but instead about acknowledging earlier scholarship, identifying gaps if any, and adapting, building, and productively creating scholarship from consumption – and engaging also in gap filling in the process.

This Doctoral work has also seen me through some major career moves; and with these moves, have come some unmatched guidances, mentorships and friendships. This work began while I served at NLUJ, and I forged the most lasting of friendships in my time there. I am truly grateful for the collegiality and bonds I made – personal and professional, especially with Prof Shyam Kaushik and his wonderful partner Ila Ma’am – the sumptuous dinners are recalled fondly;

Nidhi Ma'am – who plied me with the best “beaten coffee” and routine check-ins with food and just, unconditional accessibility during my all-nighters; Dr. Manoj – for his encouragement and mentorship on my Research Advisory Board and reassuring presence as my Faculty Housing neighbour; Anand, Renjith, Rohan, Gunjan, Ashutosh, Vini – for becoming the first intellectual sounding boards for random thoughts about this thesis. Some of them were also my students before they became my colleagues, and some have moved on hence from NLUJ themselves, however we continue to remain co-learners in our respective academic journeys. I shall remain grateful always, to my superiors at the Amity Law School, Raipur [2018-2019], especially Prof Surajit and to my colleagues – especially Apurva, Farah, Deeplina and Aqa Raza, for becoming my sunshine in a place that was very new, and brought on unforeseen challenges. Aqa Raza additionally now is my valued colleague and friend at JGLS, and his intellectual inputs, are often sought by me, as I know he will always take my calls, whatever the hour of day or night, and will always give me perspective. My time at NALSAR [2019-2020] has left an indelible mark on *who* I am – as an instructor, researcher, learner and human. I am indebted to Prof Faizan Mustafa for his pragmatic leadership, and kindness always – setting an example to emulate; Prof Amita Dhanda for seeing the value in my proposed *Comparative Celebrity Laws* elective, and offering me the first space to actually teach this course, and to my brilliant colleagues – Prerna, Chinmay and Amulya – for their unconditional, non-judgmental companionship – I have learnt so much from you, and with you, and am privileged to call you my friends. NALSAR also gave me a safe and comfortable haven in the early months of the COVID-19 pandemic lockdowns – until I moved back home to be with family. These work-places also gave the most brilliant students – some of whom are now cherished friends and valued colleagues in academia. A special mention must be made, of NLUJ Classes (both undergrad and LLM) of 2015, 2016, 2017, Trade Hons. cohort of Class of 2018 and undergrad Class of 2019 – with you I have learnt how to be a better teacher, and so much of *how* I teach now, is because *you* gave me the space to grow and learn with you. To the NALSAR graduating class of 2024 – you've been instrumental in my growth as a *person* more than as a teacher – you've taught me humility and patience and acceptance and I am truly grateful for the privilege of being your first teacher in law school, and to the NALSAR LLM (IPR) Class of 2020 – you will always remain closest to my heart as my *guinea pig* batch for the elective course, and I am grateful that I have been able to welcome so many of you into academia.

The pandemic brought on several struggles – for everyone, and my family and I too came under its clutches. The first wave saw us facing the worst with first most devastatingly losing my father-in-law to the dreaded disease, and then losing other close family relatives and friends in quick succession – we lost a very close friend from law school, followed by the heartbreaking losses of my partner's maternal grandmother and maternal aunt. In between December 2020 and September 2021 thus, while I was on-boarded to teach at the Jindal Global Law School remotely, I was also care-giving for family reeling under the despair of these losses. Care-work can be extremely challenging for the in-experienced and un-trained, and while my mother-in-law and partner faced their grief with courage and resilience, the compounded responsibilities of shuttling

between home and work, and then returning to work full-time wef March 2022, away from home and family began to take its toll on my health. Nonetheless, I am grateful, and recognise my privilege with JGLS – JGLS has become my now home, and with their positive and collegial leadership, Vice Chancellor Prof Raj Kumar and Executive Dean, JGLS, Prof Sreejith have been in my corner. I am truly humbled by their faith in my capabilities, as they have encouraged my pursuits in this area of learning, teaching, and research, and have turned my course into a *pre-decided* undergrad elective, as well as an LLM IPR Compulsory course; alongside providing me time and space to pursue research and gain expertise in the area by permitting me to speak and instruct at external organisations and events on *personality rights, endorsements, branding strategies* etc. JGLS has also given me many students-turned-friends. Sandeep, Ashwin, and Sunidhi – you have been my own best value addition, and having the privilege to call you my colleagues and friends now is immeasurable. Your kind listening ear when I wish to vent, your availability at the drop of a hat when I am struggling with poor health as well as offering up your hearts, homes and kitchens to a solo researcher away from home, and your intellectual insights when we have sat together burning the night oil, exchanging research queries and readings – are only some of the things I shall remain eternally grateful for. Sunidhi - especially, your absolute commitment to learning the course with me, and taking over the reins, when I fell sick, while also making yourself available *for me* and *to me* – accompanying me to hospitals, and remaining by my bedside for days when I didn't have family – this support is unparalleled and I will remain eternally in your debt. I must also acknowledge current and former JGLS colleagues – seniors, peers, and juniors – Prof Indranath, Prof Dipika, Prof Ashish, Prof Vishwas, Prof Manveen, Prof Wasiq, Prof Prabhash, Krishna (who would've thought when we graduated LLM that we'll work together and also become neighbours!), Rohini, Anjali, Hamsini, Sakshi, Asmita, – they've offered up their time and intellect at several instances, when I have requested them for insights on questions that I was plagued by, often sharing their own research and readings – promising thus a brilliantly conducive research space, without fear of being dismissed or derided. And JGLS also gave me back my first colleague and friend in academia – Surbhi. We began our teaching careers together, on the same day at the same workplace, and it was life coming full circle, when you joined the JGLS fortuitously on our ten-year anniversary. I am so grateful for your generous camaraderie through this decade, and most importantly, your unrelenting confidence in my abilities when my health began to deteriorate visibly this past year. Your regular check-in calls, ensuring my well-being as well as boosting my morale, alongside helping me access my own intellectual perspectives, have helped me through this final year of the dissertation immensely.

All these places also offered me some of the best library and research resources, for which I continue to remain utterly thankful. A special mention I must make here of Vinod Sir at the NLUJ Library, who often would help with procuring materials that had gone out of print, and the brilliant User Services team at the OPJGU Library, led by Jayaram Ji and comprising Sriram, Meghna, Arjun, Khushboo, Subhajit – who left no stone unturned, in trying to procure access from libraries across the world, when we couldn't access them internally behind paywalls. I also

must mention my current and former students – who have offered their energies in valuable copy-editorial assistance at different stages and phases of this work, especially Meghana Kudligi, Viraja Shah and Siddhaant Verma for their research inputs and editing work on the NTUT IJPL Article and Siddhaant especially for additional work for a new piece on rights of actors in fictional characters in film, Rishabh Mehta for his timely research assistance when the new deepfakes draft legislations were being proposed in the USA and for copy-editorial assistance, Nikhil Sikka for his ready availability to brainstorm thoughts on NFTs and personality rights and Anam, for her brilliant insights from her time interning with the Organisation for Transformative Works. Anam and Kaushtubh especially deserve additional thanks, as they became the first readers of the final draft version of this dissertation, and offered me the valuable perspective of a learner-as-audience, which shaped a lot of the tonal edits that were made most recently.

The nature of this work, required teaching myself and learning, facets of cultural studies and film studies, to enable myself to reason and present arguments better. The discovery of Instagram page – *Humans of Cinema* and consequential instructional friendship of the admins – Ahona, Harshit and Anshika; has been invaluable to say the least. I am filled with appreciation for the work that they do and for the opportunity to learn the *Film Studies-101* course with them. A special additional mention for Ahona – whom I have relentlessly bothered over emails and Instagram DMs when wanting a deep dive into film interpretation and brand placements in films and cultural-studies responses to actors’ privacy rights. I must also at this juncture, mention Ria Chopra – and I thank the social media overlords for exposing me to the brilliance of her mind. As a GenZ influencer, her social media posts have made me, a filmy millennial, come out of my own shell and gradually become unabashed in my own ‘nerding’ over anything pop culture, films and celebrities and own my passion for using my legal training to study my obsessions with these areas. Ria, I am truly grateful to have found you and, consequently, my own voice through you. Thank you for teaching me that even on the days we think are our worst, we must remember to *Chhaiyyan Chhaiyyan* on. I am also grateful to Content Creators and Social Media Influencers – Ankush Bahuguna, Komal Basith, Swayampurna Misra, and the fashion ‘watchdog’ page – @dietsabya, for encouraging my questions in their DMs, when I was researching social media influencers and the ASCI Endorsement Guidelines and always responding with great insights, and also, for sending consultation work my way. Thank you for thinking that a non-practitioner, academic’s input is important and valuable! A specific note of gratitude is also due for brilliant film critics and writers – Rahul Desai and Sucharita Tyagi – for being the most approachable and for fanning my curiosity, and never ‘think-shaming’, especially Sucharita, for recommending more books to read, films to re-watch and offering up her DMs as the safest space for nerding. I am also grateful for the brilliant practise insights from stalwarts in entertainment – IPR litigation and advisory, in Delhi and Mumbai. Most of them helped out with their responses to a very early part of this thesis, during doctoral studies coursework – viz. - Hon’ble Madam Justice Prathiba. M. Singh (the interactions with HMJ Singh were prior to her elevation to the Bench), Sudeep Chatterjee, Shwetaree Majumdar, Saikrishna Rajagopal, Salman Waris, Achuthan Sreekumar, Vrinda Sharma, Zeeshan Ali Khan, Sneha Jain, Julien George , Eashan Ghosh, J. Sai Deepak,

Jaya Mandelia, Anurag Pareek, and Tanvi Misra. As the dissertation progressed, I sought out Shwetasree and Sneha more, alongside also getting inputs and insights from Aditya Kutty (at Netflix), Ankit Relan (Facebook-Meta), Priyanka Khimani, Sunil Jose, Harshvardhan Nankani and my brilliant former students who moved to practise in entertainment and media laws – Ashwini Arun, Thomas, Vishnu Rege, Alvin Antony, Yogitha Naren, Vaishnavi (at Jio Studios), Akshat Agrawal, Sakshi Jolly, Saathi, Soujani, Shaoni, Meghana Kudligi and Nikhil Sikka. I always was taught that as a teacher, your largest wealth is your students, and the largest part of what I do is them, so going back to learning from them, has been truly rewarding.

The period between mid 2021 – present has been full of unfortunate personal trials and tribulations. While I continued to undertake and see through all academic and administrative responsibilities that came my way at JGLS, my physical and mental health - in the wake of the hardships of the pandemic and drowning myself in work-obligations - took a hit. After several rounds of inexplicable health issues, undiagnosed COVID-like long infection symptoms, and misdiagnoses, my health took a turn for the worse, just as I was to submit this dissertation in June 2023, landing me in Tulip Hospital in Sonipat. I am grateful to the team of doctors at the JGU Health Centre and Dr. Arora at the Tulip Hospital, for their conservative yet timely intervention then, in ensuring my condition stabilises, however I still didn't have a definite diagnosis, so much so, that my health deteriorated again, landing me back at the JGU Health Centre multiple times in August 2023, and finally being admitted to the Apollo Indraprastha Hospital, Delhi. I am grateful to Dr Hitendra Garg, Gastroenterologist and Dr Rupali, Gynaecologist at the Apollo Hospital, who, after several rounds of tests, gave me definitive diagnoses - of several chronic disorders and conditions all manifesting at once. The treatment has required me to slow down considerably, focus on rest, recovery and sleep, overhaul my entire lifestyle with portioned and timely meals, exercising and also seek talk therapy. It was my body's signal that I had pushed it to its limits, hustling and hyper fixating on obligations at my workplaces, and while I am grateful to it for sustaining me and carrying me, it was time for me to take care of it. I decided to relocate to family – and my superiors at JGU kindly allowed me to take a health break. In this time, I have begun to seek treatment from Dr. Tanmay Vajpai, Assistant Professor, Gastroenterology, AIIMS Raipur – and it is his instructional, functional and medical treatment that has worked wonders. I am truly grateful for his counsel and for his progressive interventions in ensuring effective management of my conditions. I am also indebted to my talk therapist and counsellor, Aditi Mahesh – her wonderful manner and gentle coaxing, ensured I opened up in our sessions. She taught me not just techniques to manage anxieties but also helped me learn self-compassion and kindness. This dissertation wouldn't have been completed without these brilliant doctors and interventions.

This Doctoral work is dedicated to my family – both given and chosen. No amount of gratitude is enough for the unconditional love and support I have always received from my Parents – Rakesh and Richa. My father has been in my corner, unquestioningly championing my academic triumphs and consoling me in my supposed failures when I have second-guessed my motivations. My mother is my biggest cheerleader, and it is from her, through maternal

imprinting/genetic programming or otherwise – that I have learnt a lot about being a kinder, accommodating teacher. She has gone out of her way to ensure that I get to pursue what I put my heart and mind to, and it is the reassurance of her mere presence that makes me push through the toughest of times. She is also the best teacher and mentor in my life, and watching her continually learn and evolve, even now post-60, is awe-inspiring. I also am lucky to have my maternal grandparents around, and my Nanu, is the driving force behind pursuing doctoral studies – as at 96 years [and counting], he is the senior-most nuclear scientist – professor in the country and was also awarded the *Padma Shri* in March 2023 for his services to Education. Antara, my younger sister, is the one person I love the most in this world, and she has been my mirror – she is my harshest critic when needed, and kindest confidant otherwise. I don't know what I would do without her, and now that she has found her own partner in life – I have additionally gained a brother – Ashutosh who makes sure that there is never dearth of any entertainment in even the bleakest of times. Together, they make my life outside my academic pursuits considerably better, and I will always remain grateful to them for bringing me cheer even when far. My family also, without regard often for their own well-being, and work obligations, rushed to be by my side when I fell sick, seeing me through multiple hospital admissions, scary tests and treatment courses. I have had the strength to push through my several chronic illnesses only because of the unwavering round-the-clock care and comfort from my family.

Having been brought up on a steady diet of Hindi films, I too grew up as a fan of Shah Rukh Khan, believing that *pyaar, dosti hai* ('love is friendship' - a SRK quote from the film *Kuch Kuch Hota Hai*), - and as the *poori qaynat* ('entire universe' – a reference to another SRK quote from the film *Om Shanti Om*) would have it, I found love, unreserved partnership and most importantly, my best friend in Vijendra. We met in undergraduate law school, and since the second year, you have been my constant, unwavering pillar of support. Your loyalty and patience are unmatched, and your unfaltering support of my educative pursuits, though often exhausting and exasperating to you admittedly, are earnestly valued. Our partnership has seen the happiest of highs, withstood the tragedy of losses, and continues to brave the pain of distance - it has been tested repeatedly, most recently during this past year, with my delicate health and my push to complete this dissertation work. While another Khan, in another film, also told us that - *Dosti ka ek usool hain madam No Sorry, No Thank You* (Salman Khan as *Prem* in *Maine Pyaar Kiya*, 'There's a principle in friendship – No Sorry, No Thank You'), I am, utterly, deeply grateful to you and for you in my life, V. Thank you, for your steadfast faith in me, and for your love. Here's to being filmy together, uninhibited, always.

Aakanksha Kumar

Date: June 29, 2024

Place: Bhilai, Chhattisgarh.

TABLE OF ABBREVIATIONS

<u>S.No.</u>	<u>Abbreviation</u>	<u>Full Form</u>
1	Acad. Manag. Rev.	Academy of Management Review
2	Adresearch	Adresearch ESIC International Journal Of Communication
3	AI	Artificial Intelligence
4	AIR	All India Reporter
5	Akron L. Rev.	Akron Law Review
6	Am. J. Comp. L.	American Journal of Comparative Law
7	Am. Socio. Rev.	American Sociological Review
8	Am. Stud.	American Studies
9	Ariz. L. Rev.	Arizona Law Review
10	ASCI	Advertising Standards Council of India
11	Asian J. Sci. Res.	Asian Journal of Scientific Research
12	auDRP	Australian Domain Name Dispute Resolution Policy
13	BCL Rev.	Boston College Law Review
14	Berkeley Tech. LJ	Berkeley Technology Law Journal
15	Brook. L. Rev.	Brooklyn Law Review
16	Brook. L. Rev.	Brooklyn Law Review
17	Buff. Intell. Prop. L.J.	Buffalo Intellectual Property Law Journal
18	BUL Rev.	Boston University Law Review
19	Bull. Copyright Soc'y USA	Bulletin of Copyright Society og United States of America
20	Bus. L. Today	Business Law Today
21	CAGR	Compound Annual Growth Rate
22	Calif. L. Rev.	California Law Review
23	Cambridge L.J.	Cambridge Law Journal

24	Can. Bus. LJ	Canadian Business Law Journal
25	Cardozo Arts & Ent. L.J.	Cardozo Arts and Entertainment Law Journal
26	Cardozo JL & Gender	Cardozo Journal of Law & Gender
27	Cardozo L. Rev. De-Novo	Cardozo Law Review De Novo
28	Cath. UL Rev	Catholic University law Review
29	CCC	California Civil Code
30	Celebr. Stud.	Celebrity Studies
31	CEO	Chief Executive Officer
32	Chap. L. Rev.	Chapman Law Review
33	Chi.-Kent L. Rev.	Chicago-Kent Law Review
34	Cir.	Circuit (Circuit Courts in the USA)
35	Colum. JL & Soc. Probs	Columbia Journal of Law & Social Problems
36	Colum. L. Rev	Columbia Law Review
37	Colum.-VLA JL & Arts	Columbia -VLA - Volunteer Lawyers for the Arts Journal of Law And The Arts
38	Comm. Rev.	Communication Review
39	Comm/Ent LJ	Communications And Entertainment Law Journal
40	Compar. & Int'l L.J. S. Afr.	Comparative and International Law Journal of South Africa
41	Conn. L. Rev.	Conneticut Law Review
42	Convergence: The Int'l J. of Res. into New Media Tech	Convergence: The International Journal Of Research Into New Media Technologies
43	Copyright L. Symp.	Copyright Law Symposium
44	Cornell L. Rev.	Cornell Law Review
45	Dance Res. J.	Dance Research Journal
46	DB	Division Bench
47	DePaul J. Art. Tech. & Intell. Prop. L.	DePaul Journal of Art Technology and Intellectual Property Law

48	Dick. L. Rev.	Dickinson Law Review
49	DIY	Do-it-yourself
50	DM	Direct message/messaging. A feature of several social media platforms that allow users to send each other private messages - like a chatting service.
51	Duke L. J.	Duke Law Journal
52	EC	Election Commission of India
53	ECHR	European Convention on Human Rights
54	ECtHR	European Court of Human Rights
55	Edinburgh L. Rev.	Edinburgh Law Review
56	EFF	Electronic Frontier Foundation
57	Ent. & Sports Law	Entertainment and Sports Lawyer
58	Ent. L. R.	Entertainment Law Review
59	ESLJ	Entertainment and Sports Law Journal
60	EU	European Union
61	EUIPO	European Intellectual Property Office
62	Fam. Advoc.	Family Advocate
63	FB	Facebook
64	FMCG	Fast-Moving Consumer Goods
65	Fordham Intell. Prop. Media & Ent. L.J.	Fordham Intellectual Property, Media, and Entertainment Law Journal
66	Fordham L. Rev.	Fordham Law Review
67	Front. Law China	Frontiers of Law in China
68	Geo. LJ	The Georgetown Law Journal
69	Gonz. L. Rev. online	Gonzaga Law Review online
70	Griffith L. Rev.	Griffith Law Review
71	Harv. J. Sports & Ent. L.	Harvard Journal of Sports and Entertainment Law

72	Harv. JL & Tech.	Harvard Journal of Law & Technology
73	Harv. L. Rev.	Harvard Law Review
74	Hastings Comm. & Ent. LJ	Hastings communication and entertainment law journal
75	Hastings L.J.	Hastings Law Journal
76	HC	High Court
77	Hofstra L. Rev.	Hofstra Law Review
78	IAF	Indian Air Force
79	Idaho L. Rev.	Idaho Law Review
80	IG	Instagram
81	IJ-AREMS	International Journal of Academic Research in Economics and Management Sciences
82	IMDb.com	Internet Movie Database [.com]
83	Ind. Int'l & Compar. L. Rev.	Indiana International and Comparative Law Review
84	Ind. L. J.	Indiana Law Journal
85	Ind. L. Rev.	Indiana Law Review
86	Indian J. Med. Res.	Indian Journal of Medical Research
87	inDRP	Indian Domain Name Dispute Resolution Policy
88	INR	Indian Rupee
89	Int. J. Cult. Stud.	International Journal of cultural studies
90	Int. J. Soc. Psychiatry	International Journal of Social Psychiatry
91	Int'l J. Cult. Stud.	International Journal of Cultural Studies
92	Int'l Rev. Intell. Prop. & Competition L	International Review of Intellectual Property and Competition Law
93	Intell. Prop. L. Bull.	Intellectual Property Law Bulletin
94	IRMM	International Review of Management and Marketing
95	J. Advert. Res.	Journal of Advertising Research

96	J. Am. Acad. Matrimonial Law.	Journal of the Academy of Matrimonial Lawyers
97	J. Am. Cult.	Journal of American Culture
98	J. Commun.	Journal of Communications
99	J. Contemp. Legal Issues	Journal of Contemporary Legal Issues
100	J. Digital & Social Media Mktg.	Journal of digital and social media marketing
101	J. for Sports L. Pol'y & Governance	Journal for Sports Law Policy and Governance
102	J. High Tech. L.	Journal of High Technology Law
103	J. Intell. Prop. L.	Journal of Intellectual Property law
104	J. Intell. Prop. L. & Prac.	Journal of Intellectual Property Law and Practice
105	J. Intellec. Prop. Rights	Journal of Intellectual Property Rights
106	J. Legal Analysis	Journal of Legal Analysis
107	J. Marshall L. Rev	The John Marshall Law Review
108	J. Marshall Rev. Intell. Prop. L.	John Marshall Review of Intellectual Property Law
109	J. Pat & Trademark Off. Soc'y	Journal of the Patent and Trademark Office Society
110	JCLC	Journal of Campus Law Centre
111	La. L. Rev.	Louisiana Law Review
112	Law & Contemp. Probs.	Law and Contemporary Problems
113	Law & Lit	Law and Literature
114	Loy. LA Ent. LJ	Loyola of Los Angeles Entertainment Law Journal
115	MALR	Media and Arts Law Review (Melbourne Law School)
116	Marq. Sports L. J	Marquette Sports Law Journal
117	Marq. Sports L. Rev.	Marquette Sports Law Review
118	Melb. UL Rev.	Melbourne University Law Review
119	MFLOC	Multifactor Likelihood Of Confusion Tests

120	Mgmt. & Mktg	Management and marketing
121	MGR	Maruthur Gopalan Ramachandran
122	Minn. Intell. Prop. Rev.	Minnesota Intellectual Property Review
123	Minn. JL Sci. & Tech.	Minnesota Journal of Law Science and Technology
124	Minn. L. Rev.	Minnesota Law Review
125	Miss. Sports L. Rev.	Mississippi Sports Law Review
126	Mod. L. Rev.	Modern law review
127	N. Ill. U. L. Rev.	Northern Illinois University Law Review
128	N. Ir. Legal Q.	Northern Ireland Legal Quarterly
129	N. Y. Law J.	New York Law Journal
130	N.Y.U. J. Intell. Prop. & Ent. L.	N.Y.U Journal of Intellectual Property And Entertainment Law
131	NALSAR Stud. L. Rev.	NALSAR Student Law Review
132	New Eng. L. Rev.	New English Law Review
133	NFT	Non Fungible Token(s)
134	NIXI	National Internet Exchange of India
135	NTR	Nandamuri Taraka Rama Rao
136	NTUT J.I.P.L.M.	NTUT Journal of Intellectual Property Law and Management
137	NUALS L. J.	NUALS Law Journal
138	NYCLR	New York Civil Rights Law
139	OTT	Over-The-Top (Streaming Platforms)
140	Oxf. Univ. Commonw. Law J	Oxford University Commonwealth Law Journal
141	Oxford J. Legal Stud.	Oxford Journal of Legal Studies
142	P&H HC	Punjab and Haryana High Court
143	Pace Intell. Prop. Sports & Ent. LF	Pace Intellectual Property, Sports & Entertainment Law Forum

144	Pace L. Rev.	Pace Law Review
145	Pepp. L. Rev.	Pepperdine Law Review
146	Phil. LJ	Phillippine Law Journal
147	Pol. Comm.	Political Communication
148	Pol. Psych.	Political Psychology
149	PPSJ	Philippine Political Science Journal
150	PTC	Patent and Trademark Cases
151	S. African LJ	South African Law Journal
152	SC	Supreme Court [India]
153	SCC	Supreme Court Cases
154	S. Cal. L. Rev.	Southern California Law Review
155	SA Merc LJ	South African Mercantile Law Journal
156	Santa Clara Computer & High Tech. LJ	Santa Clara High Technology Law Journal
157	Santa Clara L. Rev.	Santa Clara Law Review
158	SCC	Supreme Court Cases
159	SCC PL	Supreme Court Cases
160	Seton Hall J. Sports & Ent. L.	Seton Hall Journal Of Sports and Entertainment Law
161	Seton Hall L. Rev.	Seton Hall Law Review
162	Sing. J. Legal Stud.	Singapore Journal of Legal Studies
163	Soc. Q.	Sociological Quarterly
164	SRK	Shah Rukh Khan
165	Stan. L. Rev.	Stanford Law
166	Suffolk J. Trial & App. Advoc	Suffolk Journal of Trial and Appellate Advocacy
167	Sw. L. Rev.	Southwestern Law Review

168	Sw. U. L. Rev.	Southwestern University Law Review
169	Sydney L. Rev.	Sydney Law Review
170	Temp. L. Rev	Temple Law review
171	Tex. Intell. Prop. LJ	Texas Intellectual Property Law Journal
172	Tex. L. Rev.	Texas Law Review
173	Tex. Rev. Ent. & Sports L.	Texas Review Of Entertainment & Sports Law
174	TMR	The Trademark Reporter
175	Trademark Rep.	Trademark Reporter
176	TTAB/TTABVUE	Trademark Trial and Appeal Board Inquiry System
177	Tul. Eur. & Civ. LF	Tulane European and Civil Law Forum
178	Tul. L. Rev.	Tulane Law Review
179	TV	Television
180	U. Cin. L. Rev.	University of Cincinnati Law Review
181	U. ILL. L. REV	University of Illinois Law Review
182	U. Mass. L. Rev.	University of Massachusetts Law Review
183	U. Miami L. Rev.	University of Miami Law Review
184	U. Pitt. L. Rev.	University Of Pittsburgh Law Review
185	UCDL Rev.	Univesity of California, Davis Law Review
186	UCLA Ent. L. Rev.	UCLA Entertainment Law Review
187	UDRP	Uniform Domain Name Dispute Resolution Policy
188	UK	United Kingdom
189	UKIPO	United Kingdom Intellectual Property Office
190	UNSW L.J.	University of New South Wales Law Journal
191	UNSWLJ	UNSW Law Journal
192	US/USA	United States (of America)

193	USPTO	United States of American Patent and Trademark Office
194	USSC	Supreme Court of the United Stated of America
195	Va. JL & Tech.	Virginia Journal of Law and Technology
196	Va. L. rev.	Virginia Law Review
197	Va. Sports & Ent. L.J.	Virginia Sports and Entertainment Law Journal
198	Vand. J. Ent. & Tech. L.	Vanderbilt Journal of Entertainment and Technology Law
199	Vand. J. Ent. L. & Prac	Vanderbilt Journal of Entertainment law and Practice
200	Vand. L. Rev.	Vanderbilt Law Review
201	Wash. & Lee L. Rev.	Washington & Lee Law Review
202	Whittier L. Rev.	Whittier Law Review
203	WIPO	World Intellectual Property Organisation
204	WCT	World Intellectual Property Organisation's (WIPO) Copyright Treaty
205	WPPT	World Intellectual Property Organisation's Performances and Phonograms Treaty
206	WJLS	Western Journal of Legal Studies
207	Wm. & Mary L. Rev.	William & Mary Law Review
208	Yale LJ	Yale Law Journal
209	YT	YouTube