



Campus Law Centre

Report on the Talk by Ms. Pamela C. Gavin on ‘The Impact of IP Protection on the Entertainment Agency’

The Seminars, Debates and Discussions Society (SDS) of Campus Law Centre (CLC), University of Delhi, organized a talk on ‘**The Impact of IP Protection on the Entertainment Agency**’ on April 10,



2017, in the Seminar Hall of CLC. The Speaker for the session was Ms. Pamela C. Gavin, Managing Member at Gavin Law Offices, USA. Her practice focuses on Intellectual Property and Entertainment Law, as well as on general business matters.

Dr. Raman Mittal, Associate Professor at Campus Law Centre was the moderator for the talk and felicitated Ms. Gavin.

The talk began with the introduction of various kinds of IP Protection available for the entertainment industry in the United States wherein Ms. Gavin majorly focused on the Copyright and Trademark Protection. She went on to explain the importance of Copyright and Trademark Registration. Apart from that, she discussed the case *Feist Publications, Inc., v. Rural Telephone Service Co.* where the Supreme Court of USA addressed the issue whether telephone directory could be protected under Copyright law. In this case the Court ruled that information contained in telephone directory was not copyrightable.

Ms. Gavin elaborated on the Trademarks that are widely used in the entertainment industry in the US including slogans, catchphrases, brand mascots, sports teams’ logos, team names and associated merchandise. She also mentioned that Taylor Swift has trademarked phrases such as “This Sick Beat”, “Cause We Never Go Out of Style”, “Could Show You Incredible Things”, etc. from her album *1989*.





The other half of the talk focused on the increase in piracy with the rise of the Internet, thereby posing threats to the IP Rights. She highlighted the startling statistics of the effect of piracy on the entertainment industry. With the introduction of the file-sharing site Napster in 1999, global recorded music sales dropped by 50%. Similarly, following widespread adoption of BitTorrent, DVD and VHS sales dropped by 27% between 2004 and 2008.

The Speaker concluded her presentation by discussing the various legal, industrial, technological and cultural methods for combating piracy worldwide. This includes restrictive licensing, encryption, scrambling, embedding, targeting individuals engaged in illegally downloading copyrighted material, targeting sites or protocols that supply access to pirated contents etc. She opined that anti-piracy warnings should be given before movies. Moreover, public service announcements can be made such as “You wouldn’t steal a car. You wouldn’t steal a handbag. Downloading pirated films is stealing. Stealing is against the law. Piracy- it is a crime.”



The day’s session was interspersed with pertinent questions from the students. Ms. Gavin familiarised the students with plethora of career opportunities and choices of IP Law in the entertainment and sports industries.

The talk ended with concluding remarks and vote of thanks delivered by Dr. Raman Mittal.