



# PANEL DISCUSSION ON THE OCCASION OF WORLD INTELLECTUAL PROPERTY DAY, 2026

23 APRIL, 2026

IP & SPORTS: READY, SET, INNOVATE

Venue: Indian Law Institute | Time: 9:00 AM Onwards



## **Overview**

Sports is more than a competition; it is a powerful expression of human potential, discipline, and collective identity. In this contemporary dynamic ecosystem, intellectual property (IP) plays a crucial role in protecting innovation, creativity, and commercial value across the sporting world. World Intellectual Property Day, 2026 invites us to explore how IP fuels the sports industry by safeguarding the rights of athletes, broadcasters, innovators, and creators.

This year's theme, "IP and Sports: Ready, Set, Innovate", highlights the dynamic intersection of sports and the safeguarding of Intellectual Property Rights. This Panel Discussion brings together experts and stakeholders for deliberation on key issues, inter alia, the commercialization of sports through IP rights, the protection of athletes' image and personality rights, and the challenges posed by unauthorized streaming, and piracy. It also examines the role of IP in promoting fair competition, innovation, and equitable access within the global sports ecosystem.

## **Objectives of the Panel Discussion**

The global sports landscape is undergoing rapid transformation driven by technological advancements, commercialization, and increasing digital engagement. The intersection of IP law and sports has become more complex, raising important legal and policy questions. This Panel Discussion seeks to critically engage with these developments and address emerging challenges such as emergence of AI in Sports, data ownership in analytics, protection of sports formats, trademark issues and balancing commercial interests with public access.

## **About Indian Law Institute**

The Indian Law Institute (ILI), established in 1956, aims to promote legal research, advanced studies, and the systematization of law to meet India's socio-economic needs. It focuses on improving legal education, conducting research, and publishing legal literature. ILI is an autonomous body registered under the Societies Registration Act, 1860, with academic independence. The Chief Justice of India serves as its ex-officio President, and the Union Law Minister as Vice-President, with eminent legal professionals forming its Governing Council. The Institute houses a premier law library with over 75,000 titles and numerous legal journals, including the Journal of the Indian Law Institute (JILI). It was granted Deemed University status in 2004.

## **About Hamdard Institute of Legal Studies and Research**

Hamdard Institute of Legal Studies and Research (HILSR), Jamia Hamdard established in 2018 offers various programmes to promote and advance higher education in the nation. The institute emphasizes innovative, interdisciplinary, and globally oriented legal education supported by experienced faculty and modern infrastructure, including smart classrooms, library, and moot court facilities. HILSR promotes social responsibility through its Legal Aid Clinic in collaboration with the Delhi Legal Services Authority. With a focus on research, critical thinking, ethics, and community engagement, it aims to produce competent legal professionals committed to justice and societal development.

## CHIEF GUEST



### **Hon'ble (Mr.) Justice Rajesh Bindal**

Former Judge, Supreme Court of India

His Lordship commenced practice at the Punjab & Haryana High Court in 1985. His Lordship represented the Income Tax Department, EPFO, and Chandigarh Administration before constitutional and administrative forums, and was associated with the Satluj-Yamuna water dispute before the Eradi Tribunal and the Supreme Court.

Elevated as the Judge of Punjab and Haryana High Court in 2006, His Lordship made significant contributions to judicial reforms and technology integration. His Lordship chaired a Supreme Court committee that formulated guidelines and draft rules for reception and preservation of electronic evidence. His Lordship also chaired a committee under the Ministry of Women and Child Development on international child abduction, leading to the Draft Protection of Children Bill, 2018. His Lordship was instrumental in developing digital initiatives such as MedLEaPR, FSL integration systems, and Litigation Management Systems which was adopted by multiple states. His Lordship served in the Jammu & Kashmir High Court as Acting Chief Justice, and in the Calcutta High Court as the Chief Justice.

His Lordship subsequently became Chief Justice of the Allahabad High Court before elevation to the Supreme Court of India in 2023. During his distinguished tenure in the Supreme Court, Lordship delivered significant Judicial Pronouncements across diverse areas of law.

## ABOUT THE SPEAKERS



**Prof. (Dr.) Sunanda Bharti** is a Professor of Law at the Faculty of Law, University of Delhi, with over 22 years of teaching experience. Her work spans intellectual property, animal law, ethics, and medical law. She led as a University represent at the 7th IPIRA Conference in Japan and attended the Oxford Summer School on Animal Ethics. She contributed to the EU-funded RISHII project and received the ‘Top 100 Legal Falcons’ Global Award. A certified mediator, she is widely recognized for her impactful legal scholarship in Intellectual Property Rights.

**Prof. (Dr.) Vandana Singh** is a Professor of Law at USLLS, Guru Gobind Singh Indraprastha University, with 20+ years of teaching experience. She specializes in Intellectual Property Rights, ADR, Constitutional Law, Private International Law, and Consumer Law. A former faculty at the Indian Institute of Public Administration, she has contributed to legal aid and student welfare, and serves as Project Director for extension and outreach. She holds Ph.D., LL.M., LL.B., and B.Sc. degrees from the University of Delhi and has authored several academic publications.



**Mr. Neel Mason** is the Managing Partner at Mason & Associates and an alumnus of National Law School of India University. With over 25 years of experience in Intellectual Property law, he specializes in litigation, particularly in copyright and trademark law, and has contributed to several landmark decisions. He advises clients on trademark protection and enforcement and is actively involved in national and international IP law associations, currently serving as Vice-President of the India Group of the International Association for the Protection of Intellectual Property.

**MINUTE TO MINUTE PROGRAMME  
INAUGURAL SESSION**

<b>Arrival of the Chief Guest</b>	<b>09:25 AM</b>
<b>Lighting of the Ceremonial Lamp</b> Felicitation of Dignitaries	<b>09:30 - 09:40 AM</b>
<b>Welcome Address</b> Sr. Prof. (Dr.) V.K. Ahuja Director, ILI	<b>09:40 - 09:50 AM</b>
<b>Special Address</b> Prof. (Dr.) Saleena K. Basheer Dean, HILSR	<b>09:50 - 10:00 AM</b>
<b>Inaugural Address</b> Hon'ble (Mr.) Justice Rajesh Bindal Former Judge, Supreme Court of India	<b>10:00 - 10:20 AM</b>
<b>Vote of Thanks</b> Dr. Arya A. Kumar Associate Professor	<b>10:20 - 10:25 AM</b>
<b>High Tea</b>	

**WORLD INTELLECTUAL PROPERTY DAY 2026**  
**ON**

**IP AND SPORTS: READY, SET, INNOVATE**

Time: 11:00 AM Onwards | Date: April 23, 2026

Venue: Indian Law Institute (ILI), New Delhi

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**Panel Discussion**

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**Name and Designation of the Speaker**

**Topic**

**Prof. (Dr.) Sunanda Bharti**

Professor of Law, University of Delhi

Trademarks in Sports:  
Protecting the Game  
Beyond the Field

**Prof. (Dr.) Vandana Singh**

Professor of Law, USLLS, GGSIPU

The Commercial Identity:  
Rethinking Personality  
Rights in Modern Sports

**Mr. Neel Mason**

Managing Partner at Mason & Associates

AI in Sports: Neighboring  
Rights & Emerging IP  
Concerns

Concluding Remarks & Vote of Thanks

by

**Dr. Parineet Kaur**

Assistant Professor

## ORGANISING COMMITTEE



**Sr. Prof. (Dr.) V.K. Ahuja**  
Director  
Indian Law Institute, New Delhi



**Prof. (Dr.) M. Afshar Alam**  
Vice Chancellor  
Jamia Hamdard, New Delhi

## FACULTY COORDINATORS



**Prof. (Dr.) Saleena K. Basheer**  
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Jamia Hamdard, New Delhi



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Associate Professor  
Indian Law Institute, New Delhi



**Dr. Parineet Kaur**  
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