

## Editorial

The 21<sup>st</sup> century is known as the '*Century of Knowledge Revolution*'. The phenomenal strides made by the mankind in different aspects of technology are driving not only the individual life but also have greatly impacted the way of doing business. The IP-related innovations are rewriting the landscape of human existence and interaction. The race between technology and law which is manifest particularly during the last two centuries has created number of challenges for the law to catchup. It is therefore imperative for the Government, Industry and Academia to explore the various possibilities to ensure effective IPR protection addressing the technological challenges.

The *Osmania University Journal of IPR [OUJIPR]* is an open-access biannual, blind-peer-reviewed Online Journal published by DPIIT IPR-Chair, Osmania University sponsored by Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry, Government of India. Continuing the efforts aimed at dissemination of knowledge in the field of Intellectual Property Rights and ensuring quality research in the field, the IPR-Chair at Osmania University has embarked on a journey of publishing this Online Journal on biannual basis, and this is the first issue of the *OUJIPR* released in July 2023. The Chair has taken all the necessary steps to ensure that originality and quality in the content of the articles included in this issue is maintained. We have the privilege of having the Vice-Chancellor of Osmania University, Prof. (Dr.) D. Ravinder; and Justice R. Subhash Reddy, a proud alumnus of Osmania University Law Department and Former Judge of Supreme Court of India as Patrons of this Journal. The Editorial Advisory Board has twelve eminent experts drawn from academia and IP administrators, IP practitioner not only from India but also from two foreign Universities. The editorial board comprises of senior academicians and domain experts drawn from different universities. We express our gratitude to all the above experts for agreeing to associate themselves with the publication of *OUJIPR* Online Journal.

The inaugural issue of this Journal contains a total of carefully selected and peer-reviewed eleven articles mostly on the nexus between IP protection and Artificial Intelligence (AI). All of them have been subjected to blind peer-review and also similarity check. The first article by *Diya Saraswat & Arpit Agrawal* provides a comprehensive examination

of intersection between AI & IP in the fields of arts, entertainment and technology. The authors also addressed the challenges posed by Chat-GPT and its creativity relating to copyright protection. *Dr. Mohd Akhter Ali & M. Kamraju* broadly discussed the impact of AI on IPRs in their joint article touching upon certain ethical issues AI-generated works and inventions. *V. B. Malleswari* has analyzed in her article, the legal implications of patenting AI-generated works with reference to India. She gave certain useful suggestions for the coexistence of human and artificial intelligence. *Gauri Desai* delved into the challenges of copyright protection in the internet-era. She also touched upon few important cases relating to the copyright in respect of AI-generated works. *Vishnu S.* in his article highlighted the rise of AI and Copyrights and opines that copyright protection for AI-generated works requires a collaborative effort.

*K. Prakasha Nikhila* addressed the issue of attribution in AI-generated works from the angle of moral rights of authors. *Amisha Singh & Shivam Madhur* analyzed the impact of blockchain for the purpose of trademark protection and also referred to the advantages like immutability, dispute prevention and data protection. *Keerthi Depa* made an effort to examine the registrability of non-conventional trademarks in India, US & EU. It is a comprehensive presentation containing all the aspects of non-conventional trademarks. *Kiran Sharma* focused in her article the challenges in protection of copyright for AI-generated music and she also examined the human-author requirement. In view of the extensive use of Chat-GPT in recent times for different purposes, *Kumari Simran Sharma & Aditi Singh Kavia* examined the legal and ethical challenges faced in protecting copyright in creations of Chat-GPT. The last article by *Aranya Nath & B. Srilakshmi* addressed the legal and regulatory challenges for Intellectual Property in Metaverse touching upon the potential issues that the Metaverse would bring for IPRs.

We are confident that *OUJIPR* would fulfil one of the objectives of the *SPRIHA* scheme i.e., dissemination of IPR knowledge, apart from making a permanent contribution in the field of IPRs. I am certain that with this initiative of launching the biannual Online Journal by the IPR-Chair, Osmania University would be a trendsetter as it is a pioneering effort on the part of the Chair coming on the heels of its much-acclaimed publication entitled '*Intellectual Property Rights in Knowledge Era*' (2022). The very fact that we have chosen a topic of utmost contemporary relevance for the first issue reflects the determination of IPR-Chair, OU in catching up with latest technologies and their impact on IPRs. I am sure that this

publication would be useful to different stakeholders, including IP teachers, administrators, practitioners and adjudicators. It is envisaged that *OUJIPR* will provide a platform to the researchers for sharing their insights on emerging issues in the IP domain in the near future.

I place on record the laborious task undertaken by *Dr. Irfan Ali Abbas*, Associate Editor for this issue *OUJIPR*; and *Miss Keerthi Depa*, Intern with the IPR-Chair, from Jindal Global Law School, O. P. Jindal Global University, for her editorial assistance. The peer-reviewers deserve a special mention for their keen observations and deep insights on the articles chosen for publication. The DPIIT, Ministry of Commerce & Industry has always been a great source of guidance, motivation and inspiration to IPR-Chair of Osmania University, for which we are beholden to the authorities of DPIIT.



**Prof. (Dr.) G. B. Reddy**  
*Editor-in-Chief*