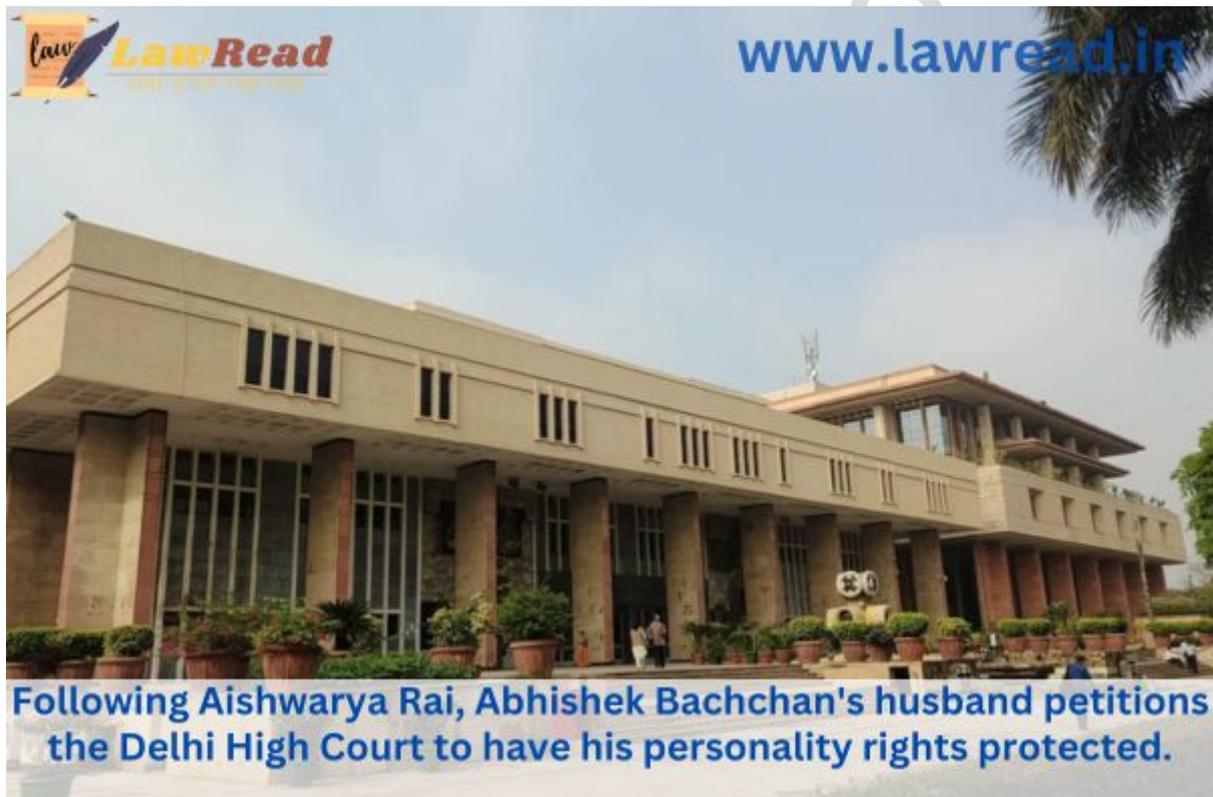


News

Following Aishwarya Rai, Abhishek Bachchan's husband petitions the Delhi High Court to have his personality rights protected.



Later today, the Court is scheduled to hear the case again.

With the Delhi High Court, Abhishek Bachchan

Bollywood star Abhishek Bachchan has petitioned the Delhi High Court to defend his personality rights and stop websites, YouTube channels, and others from misusing his name, image, photos, voice, and performances for profit or personal benefit **[Abhishek Bachchan v. The Bollywood Tee Shop and ors]**.

The plea closely follows one that Bachchan's wife, Aishwarya Rai, submitted earlier this week.

In his brief hearing on Bachchan's plea today, Justice Tejas Karia indicated that if the Court is provided with a list of specific URLs, he could issue an order compelling Google to remove links that contain content that infringes Bachchan's identity and related rights.

"We can request that Google remove it. You must provide URLs that are unique to each other. It's easy to do if you know what the platform is. The petition mentions Flipkart, YouTube, and Amazon. We are unable to fulfill this order. It must be split up by defendant. This is not how we can issue an order," **Justice Karia stated.**

Advocate Pravin Anand, Bachchan's attorney, responded that the requested material may be sent by later today.

"Please pass over, we will divide as per defendant," he responded.

As a result, the Court dismissed the case. Around 2:30 PM in the afternoon, it will be heard further.

Notably, Aishwarya Rai Bachchan's case was taken into consideration by Justice Karia yesterday.

The court at the time also made a suggestion that he would issue an injunction to safeguard her personality rights, which would prohibit online companies and people from altering her photos or utilizing her persona without permission.

Similar worries have been raised by Abhishek Bachchan's lawsuit that his persona and image are being altered and exploited without permission by a number of online platforms, including the creation of deepfake and AI-generated videos on social media and the sale of merchandise, wallpapers, and videos featuring his image.

Bachchan asked the Court to prevent others from violating his copyrights, publicity rights, and personality rights by stealing distinctive features associated with his persona, such as his name, image, likeness, voice, signature, and performances, for profit or personal use without his permission.

Additionally, he claimed protection from defamation, unfair competition, passing off, trademark infringement, dilution, and reputational harm.

Such reliefs were requested against a number of YouTube channels, the online marketplace Etsy (Ireland), websites that sell wallpaper, and stores that sell items, including Bollywood Tee Shop.

Advocate Anand, Bachchan's attorney, said the court today that the defendants were fabricating movies using artificial intelligence to misrepresent his client's image and that phony images purporting to be his signature were being shared.

The attorney claimed that products, autographs, and sexually offensive content were being marketed without permission.

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