

News

The Delhi High Court upholds actor Vivek Oberoi's personality rights.



The Court prohibited Oberoi's name, voice, image, likeness, and other facets of his persona from being used for commercial purposes without permission.

Bollywood star Vivek Oberoi's personality rights have been upheld by a Delhi High Court ruling [Vivek Anand Oberoi versus Collector Bazar & Ors.].

Justice Tushar Rao Gedela prohibited the commercial use of Oberoi's name, voice, picture, likeness, or any other feature of his identity for profit without his consent in an order issued on

February 5.

The Court ruled that no technology, including deepfakes, face morphing, machine learning, artificial intelligence (AI), and generative artificial intelligence (GenAI), could use aspects of his personality without his agreement.

The ruling was made in a lawsuit that Oberoi filed to get an injunction against specific websites and organizations that were breaching his personality rights by selling unapproved items, impersonating him, producing offensive AI-generated content, and using deepfakes to produce his "***distasteful***" photos.

Oberoi requested an omnibus order in the plaint against anyone found to be violating his rights. He claimed that he was losing business, reputation, and goodwill as a result of these actions.

Additionally, he requested that the Copyright Act preserve his moral rights in his cinematic performances. He added that Vivek Oberoi, his name, is a trademark that may be protected.

Following consideration of the matter, the Court determined that Oberoi, a well-known actor and philanthropist, possesses exclusive rights to his name, voice, and image.

It further stated that since denying the injunction will result in irreversible harm to his image, there is a strong prima facie case in favor of him and his reputation establishes goodwill.

As a result, the order safeguarding his personality rights was approved.

Vivek Oberoi was represented by advocates Sana Raees Khan, Pranay Chitale, Udayvir Rana, Aditya Dutta, and Dhawesh Pahuja.