



## NEWS RELEASE

**For Immediate Release**

April 26, 2018

### WORLD IP DAY CELEBRATIONS SALUTE WOMEN IN CREATIVITY AND INNOVATION

**MUMBAI/DELHI** – A range of stakeholders from the local screen community united to stage a number of events in celebration of World Intellectual Property (IP) Day. This year's theme campaigns celebrate the brilliance, ingenuity and courage of women who are driving change in the world and shaping our common future.

The events were supported by the Motion Picture Distributors Association – India, (MPDA), the U.S. Consulate General, Mumbai, the Federation of Indian Chambers of Commerce and Industry (FICCI) - IP division, Confederation of Indian Industry (CII) and the American Center, New Delhi.

#### **Special Screening of *Three Billboards Outside Ebbing, Missouri* hosted by the U.S. Consulate General, Mumbai**

On April 26, 2018, the celebrations kicked off with an exclusive screening of Fox Star Studios' latest film *Three Billboards Outside Ebbing, Missouri*, hosted by the U.S. Consulate General, Mumbai in association with MPDA, for over one hundred special invitees from the local screen community and Government officials. The event featured a welcome from U.S. Consul General Edgard Kagan and remarks by Christine Haight Farley, U.S. based IPR lawyer and Rucha Pathak, Chief Creative Officer, Fox Star Studios.



L- R: Abhijeet Patil, CEO & Chairman , Raja Rani Travels, Uday Singh, Managing Director, Motion Picture Dist. Association Pvt. Ltd. (India), Lohita Sujith, Director Corporate Communications, Motion Picture Dist. Association Pvt. Ltd. (India), Rucha Pathak, Chief Creative Officer, Fox Star Studios, Edgard Kagan, Consul General, US Consulate.

U.S. Consul General Edgard Kagan, said, "We aren't here today to talk just about the great movies being made in both India and the United States, but also to recognize and honor the intellectual property rights framework that allows cinematic creativity to thrive. IPR protections allow creative talents in almost all industries to reap the rewards of their labor and also spurs and incentivizes innovation. The creative, hardworking women and men who imagine and make this fantastic content deserve the support of strong intellectual property protections."

Rucha Pathak, Chief Creative Officer, Fox Star Studios said, "To a large extent, the new level of creativity and innovation in films and film content in India is linked to women taking risks as writers, directors, actors and producers and thereby bringing a welcome change in the landscape of Indian films over the last few years."

Uday Singh, Managing Director, MPDA said, "India is at the forefront of creativity and economic growth. Women leaders and entrepreneurs are an integral part of this growth story. Their contribution continues to power ingenuity in various sectors including ours, across the world."

#### **World IP Day Film Festival at the American Center, New Delhi**

Between April 27-28, MPDA in association with the American Center, New Delhi, Disney India and Fox Star Studios will host screenings of *Black Panther*, *Three Billboards Outside Ebbing, Missouri* and *The Shape of Water*. On April 27, the winners of Confederation of Indian Industry (CII) - US Embassy Anti-Piracy Film competition will be announced before the movie screening. The main objective of the competition is to promote the value of Intellectual Property Rights in North India. The jury for the competition comprised senior officials from the government and local industry, including MPDA, India.

"India and the United States both have diverse and incredibly vibrant film industries," said Stewart Davis, North India Program Director at the U.S. Embassy in New Delhi, "And we are proud to work together with CII, MPDA-India and our partners across India to promote intellectual property rights. The creative workers in both countries deserve these protections and consumers must understand the very real negative implications of piracy on the cinema we all love."

"CII has been actively engaged in various IPR awareness, training and enforcement programmes in partnership with Government and local industry stakeholders. We are happy with the positive outcome of the anti-piracy filmmaking competition and are committed to strengthen efforts towards building a vibrant IP ecosystem," said Anjan Das, Executive Director, CII.

#### **FICCI World IP Day Conference:**

On April 27, 2018, MPDA, India will also participate in the FICCI World IP Day Conference - *Promoting Innovation, Creativity and IP Generation among Women Entrepreneurs* in New Delhi to discuss IP and grass root innovation and leveraging IP in a digital era during a panel entitled *Innovation Changing the World: Women as Innovators and Owners*. FICCI in collaboration with its partners including MPDA launched World IP Day Quiz, to raise awareness on IP. To participate in the quiz visit: [ipquiz.ficciipcourse.in](http://ipquiz.ficciipcourse.in)

The activities planned for World IP Day 2018 support MPDA's multi-pronged approach to increase public education on the value of the local screen community, and provide an insight into the industry and benefits that come from accessing only legal content. Read our latest report *Economic Contribution of the Indian Motion Picture and Television Industry 2014* by Deloitte:

[https://s3.amazonaws.com/creative-first/articles/pdfs/109/original/India\\_ECR\\_2017\\_Final\\_Report.pdf?1519904911](https://s3.amazonaws.com/creative-first/articles/pdfs/109/original/India_ECR_2017_Final_Report.pdf?1519904911)

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**ABOUT THE MPDA:** The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of the American motion picture industry in India. MPDA works closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry.

**ABOUT THE MPA: PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC**

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike. The organizations act on behalf of the members of the Motion Picture Association of America, Inc. (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations, which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

**ABOUT WORLD IP DAY**

The World Intellectual Property Organization (WIPO) established World Intellectual Property Day in 2001 to raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe. WIPO members choose April 26, the date on which the Convention establishing WIPO originally entered into force in 1970, as the day for people around the globe, to highlight, discuss and demonstrate how the IP system contributes to the flourishing of music and the arts and to driving the technological innovation that helps shape our world. (Source: WIPO official website)

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