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A Study on Relationship between Intellectual Property Law and Human Rights

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Abstract

Intellectual property rights are enshrined as human rights under universal declaration of human rights.Article 27, in particular states that everyone has a right.It is a right given to the creator/inventor for protecting their creation/invention.This protection is guaranteed for a limited time.The commercial benefits and moral interests are enjoyed by the creator as they are the only deserving people.This can be done through patenting,copyrights,trademarks and trade secrets,etc. The objective of this study is to understand the awareness of creator's rights and to know about the liability for copyright infringement. The researcher has followed empirical research with a simple random sampling method. The sample size of the current study is 204. The important findings are that the indigenous communities are subjected to exploitation by corporates by non-recognition of their traditional knowledge as an intellectual property.The result observed from the analysis of the opinion is to educate people the need for educating people the importance of intellectual property right to help them not suffer in future if they create something.Intellectual property rights has a great potential to generate revenue and can improve the number of researches and innovations in the country.It has now become an important indicator of economic growth in India.The work of researchers cannot go in vain only if the IP regime is strong.According to a research conducted by Einfoolge, an international patent analytics and market research company in 203 educational institutions in Tamil Nadu,Kerala,Karnataka and Telangana,the study revealed that 35% people are not aware of intellectual property rights (IPR) and that the design patents, geographical indication (GI) and trade secrets need more attention to spread the benefits of intellectual property rights and that the respondents which includes students,teachers,scholars and managers were not fully aware of the monetary benefits relating to acquiring an intellectual property right, commercialization of the same and the legal troubles in using a pirated work.The author **concludes** that there's a necessity for at least creators/inventors to know their rights and the the need for state to provide indigenous communities the recognition for their creations.

KEYWORDS:

Liability, Copyright infringement, Patents, Trademarks.

INTRODUCTION

Intellectual property has been around since the development of civilization. The origin of intellectual property rights dates back to 1421 when the world's first modern patent was given to an Italian creator. According to Lord Justice appeal Robin Jacob, the history of intellectual property protection dates as early as 600 BCE. Now, it is being recognised as an important non fundamental human right. The government initiatives related to intellectual property rights includes national Intellectual property right policy as a legislative framework, the patent rules (2003), the department of industrial policy and promotion to ensure focused action on issues related to intellectual property rights. The factors affecting the use of intellectual property protection as a human right includes uncertainty over whether intellectual property rights will be upheld, the speed of product innovation, uncertainty regarding benefits of intellectual property protection, lack of awareness of intellectual property system, cost of enforcement and application. The current trends are creating awareness about piracy and counterfeiting. The international searching authority and international preliminary examining authority functions as to provide reports on a variety of inventions for patenting. India has implemented the obligations under the WTO agreement on TRIP rights. Government approves patent-prosecution highway program which is a measure to expedite patent examination in India. The comparison is made with countries in the 2010 priority watch list which are China, Russia, Argentina, Algeria, Chile, Canada, Indonesia, Venezuela and Pakistan. China has been on the list before and still not just because of Intellectual property theft and counterfeiting but because government practices that restrict the market for foreign goods and US has world intellectual property organisation which is specialized agency harmonizing these law of countries around the globe. In 2016, India held 5th rank among all others countries in terms of number of global research publications as per Scimago Journal & Country Rank whereas its ranking in commercialization mainly in terms of generating intellectual property rights was at 45th rank. India is currently at 58th rank in global position of commercialization of intellectual property rights. The **aim of the research** is to understand the intellectual property protection system and its regime in India along with the awareness of intellectual property rights among people.

OBJECTIVES:

To find the awareness that intellectual property rights are not recognised as fundamental rights.

To know the agreeability towards non recognition of traditional knowledge as an intellectual property caused the exploitation of indigenous communities.

To understand the awareness of the article 27 of UDHR.

To find awareness on what constitutes a universal bill of human rights.

To analyse the awareness of the liability for copyright infringement.

LITERATURE REVIEW:

(Miller 1977) The author has presented the Anglo-American legal system which is based on the law, and the interpretation of the law. This paper has dealt with four copyright infringement cases which are influenced by the understanding of the concept of fairness which applies to educators.

(Singh 2004) The author aims at highlighting the International And Domestic Trade Laws In The Light Of Globalization And Liberalization relating to Intellectual Property Rights. The author dealt with Intellectual Property Law, Patent Laws, Copyright Law and Intellectual Property Rights Law in the Commercial Domain.

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(De Icaza, 2010)The author has covered the "Inventions and Patents".The author focused on making the concept reach the children and young adults as the creators of our future.

(Grosheide 2010)The author makes a valuable contribution to current debates on the critically important issues by providing a range of views on the human rights implications of intellectual property law and policy.The author offers an excellent overview of the many significant questions of social and legal policy concerning this.

(Helfer and Austin 2011)The author explores the proportionality between intellectual property and human rights law. The relationship between these two fields has drawn the attention of governments, activist communities and policymakers in a diverse array of international organisations.

(Tehrani 2011)The author presents an engaging analysis on the history and evolution of copyright law and its impact on the lives of individuals in the twenty-first century.The author has made this concept revolve around the infringer, transformer, pure user, creator and reformer.The author portrays the vitality of copyright regime in modern digitalized world.

(Helfer 2013)The author mentions that there is a significant relationship between human rights and intellectual property which is being researched upon by many international organisations,civil society groups and government agencies.The author also explores the historical and institutional context of topics ambiguity in existing legal norms,recognition of new legal norms, the strategic issues and cautionary perspectives.

(Geiger 2016)The author mentions that Intellectual property law gives an idea about human creativity.It intersects with the principles and ethics of the human rights tradition.The authors covers jurisdictions, issues and debates in relation with this.

(Wanta, 2016)The author provides an introduction on copyright and related rights.The author explains the fundamentals of copyright law and practice and describes the different types of rights that the copyright and patent law protects and the limitations on those rights as well. The author has covered the provisions for enforcement of these rights.

(Lal 2017)The author analyses how social media has shaped India in the past decade and significant personalities like Arvind Kejriwal,chief minister,Delhi and Social media activist Ankit Lal takes a deep dive into India's biggest social media campaigns.The author discusses how the social media platforms changed the way Indians engage in politics and social revolution.

(Dreyfuss and Ng 2018)The author describes how intellectual property law has been drafted by the concepts of incentives,health,development,trade and human rights.

(Tan 2018)The author is an internet governance specialist who compares copyright laws on selected social media platforms including Facebook, YouTube,Pinterest,Twitter and Wikipedia with other regulatory factors such as the terms of service and conditions and the technological features of each platform.The author has analysed the regulation of content generative behaviour of the digital platform users from a copyright perspective.

(Bosher 2019)The author discusses a new approach to online copyright infringement. The author provides legal analysis from a human perspective. The author highlights the concepts including the development of copyright statutory law, the interpretation of the same, the judiciary.

(Liu and Racherla 2019)The author analyses intellectual property and the governance of innovation and creativity in the development of six key industries in developing countries like India and China. These industries reflect the economic development of the two economies, or of vital importance to them like the IT Industry, the pharmaceutical industry, the film industry and the automobile industry, and the sharing economy. The author's analysis goes beyond the domain of IP law. It also includes economics and policy analysis.

(Torremans 2020)The author has presented an in-depth analysis and discussion of essential and emerging issues in the intersection of intellectual property law and human rights law. The author addresses the current matters such as AI, climatic change, and biotechnological materials to define the relationship between intellectual property and freedom of expression and the fundamental right to privacy the international protection ecosystem.

(Stim 2020)The author has provided a guide to intellectual property law and how it benefits the world of business or arts. The study surrounds copyrights, trademarks, patents and other intellectual property rights that applies to the creation.

(Aziz and Noor 2020)The author states that many international organizations, government agencies and civil society groups are working in defining the relationship between human rights and intellectual property. The author explores the meaning of important international instruments, the writings that clarify the ambiguity in legal norms and the works that support the recognition of newly introduced legal norms.

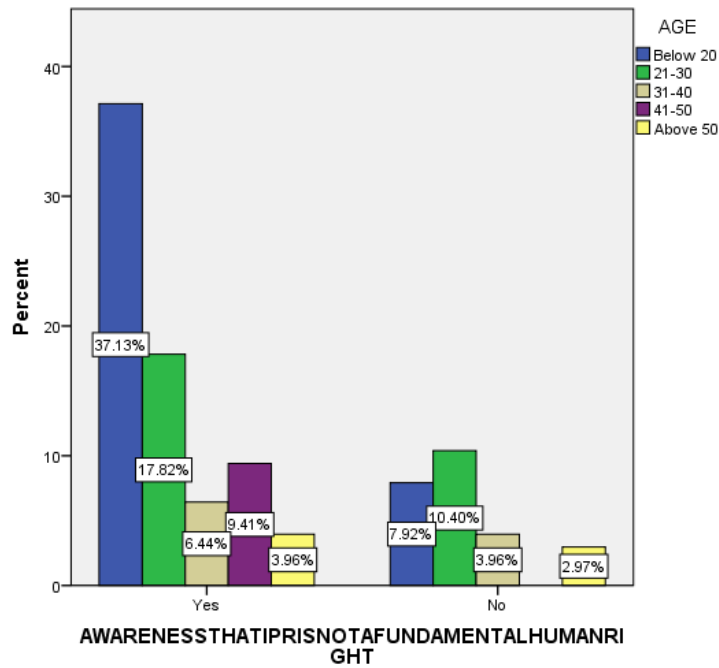
(Gooday and Wilf 2020)The author explores the familiar milestones regarding IP protection systems such as the Paris Convention (1883) and the World Intellectual Property Organization's founding (1967) which are the foundation of current global institutions of patent governance. The author states that various countries have fashioned their own mechanisms for fostering technological invention throughout the modern period.

RESEARCH METHODOLOGY:

The author has adopted **empirical method** with a simple random sampling method to do this non-doctrinal study. Primary sources such as questionnaires and surveys are used for this research. Secondary sources such as books, articles and journals were referred for the study. The Independent variable taken here is Age, Area Gender, Educational qualification, Employment. The dependent variables are awareness that intellectual property rights are not recognised as fundamental human rights, agreeability towards non recognition of the traditional knowledge as an intellectual property by the government caused exploitation of indigenous communities, awareness about article 27 of universal declaration, the universal bill of human rights, statement is true about the liability attracted for copyright infringement that occurs social media, agreeability towards the importance of intellectual property rights to creators, inventors and consumers. The statistical data used by the researcher is chi square and graphical representation. **The sample size is 204** and the sampling method is simple random sampling.

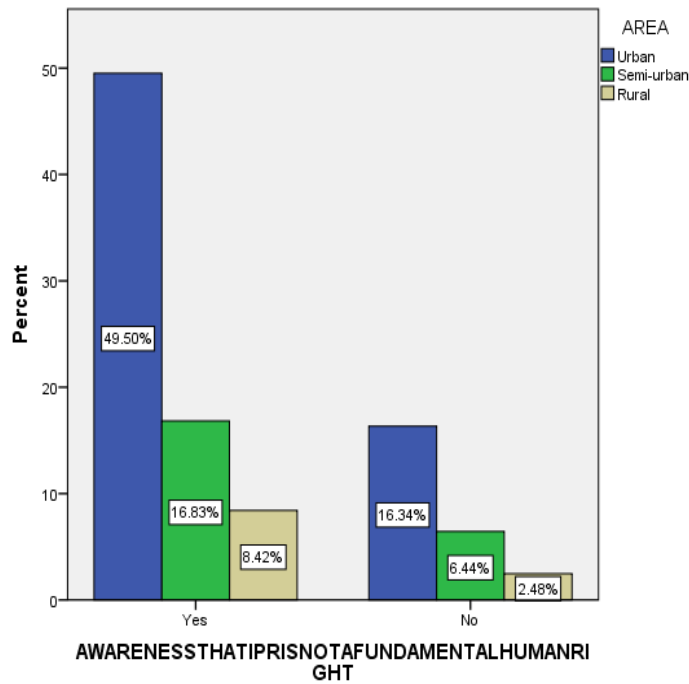
DATA ANALYSIS:

FIG.1:



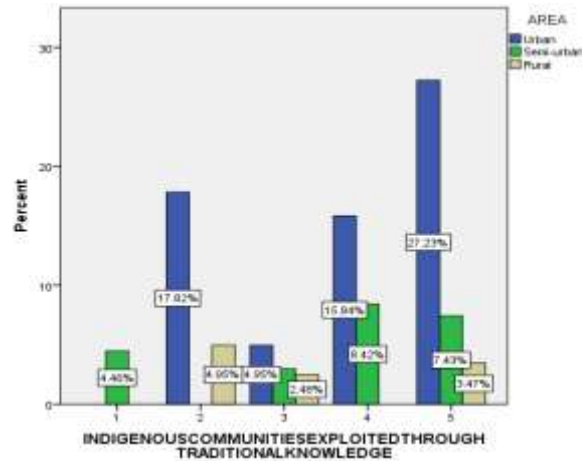
LEGEND: The figure shows the respondent's awareness on IPR being a non-fundamental human right with respect to age.

FIG.2:



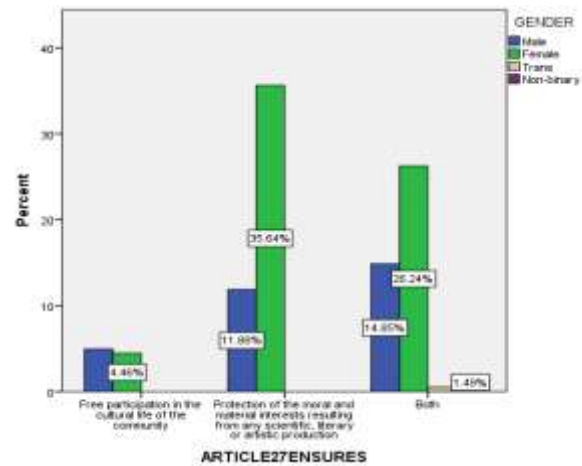
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FIG.3:



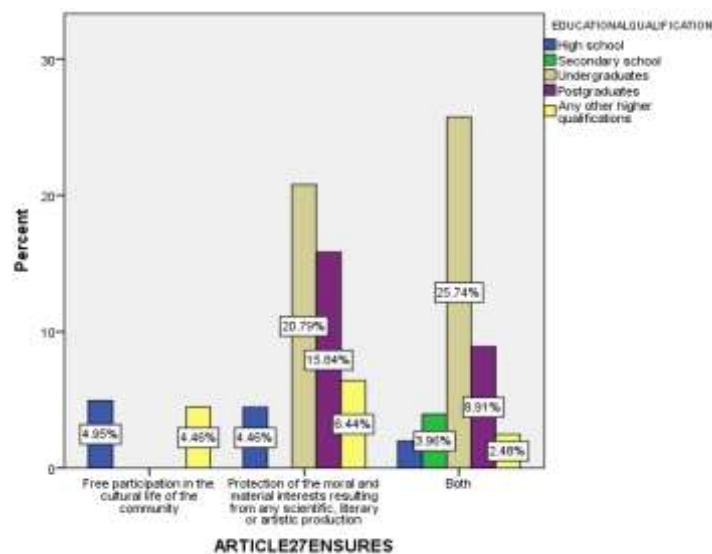
LEGEND: The figure shows the respondent's level of agreeability towards exploitation of indigenous communities through traditional knowledge with respect to area.

FIG.4:



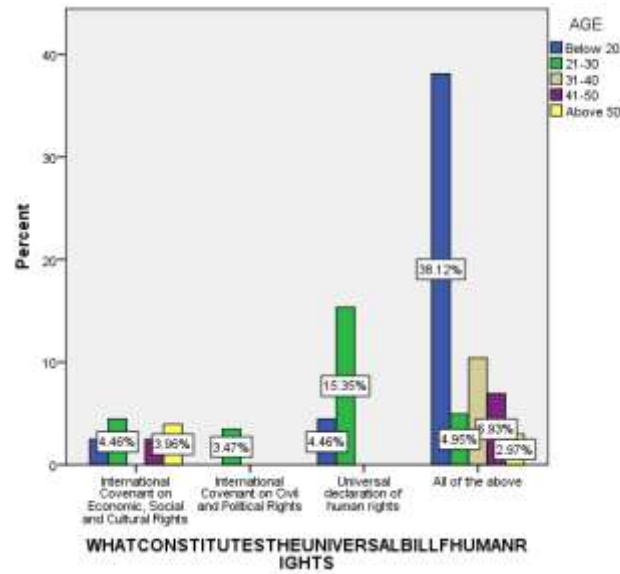
LEGEND: The figure shows what's ensured under article 27 with respect to gender.

FIG.5:



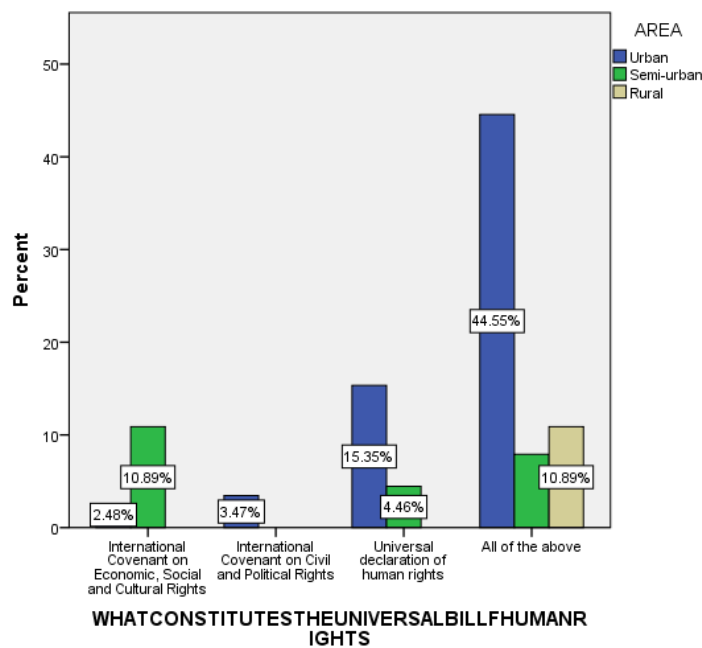
LEGEND: The figure shows what's ensured under article 27 with respect to educational qualification.

FIG.6:



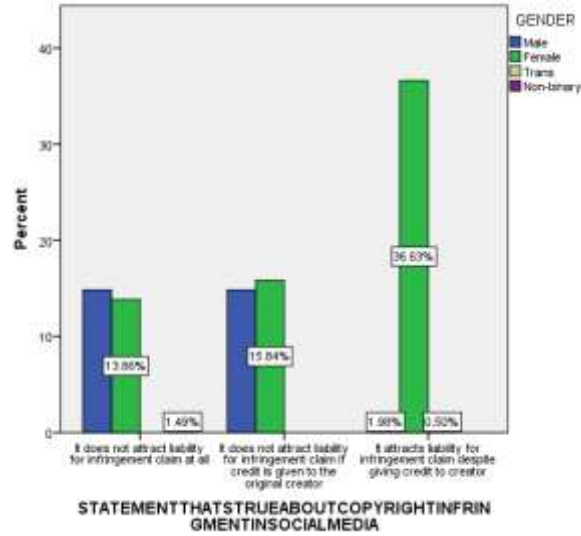
LEGEND: The figure shows the respondent's response to what constitutes a universal bill of human rights with respect to age.

FIG.7:



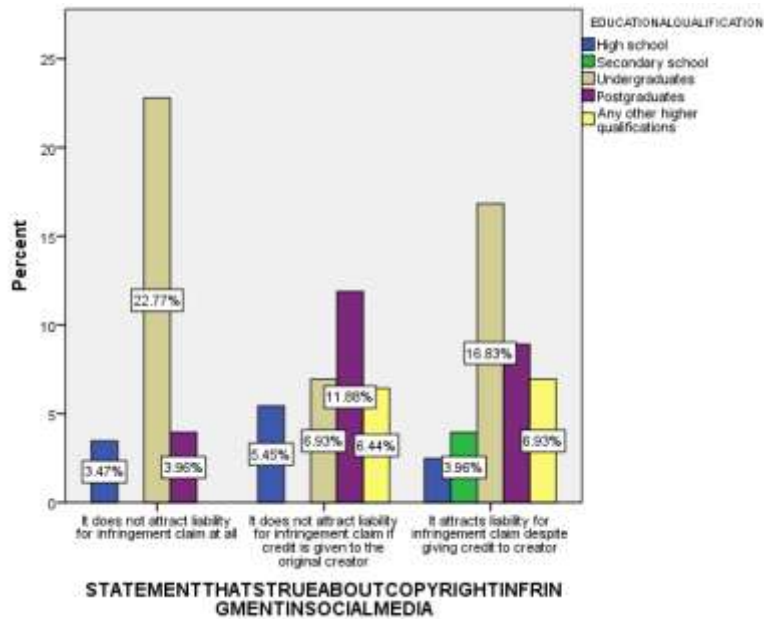
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FIG.8:



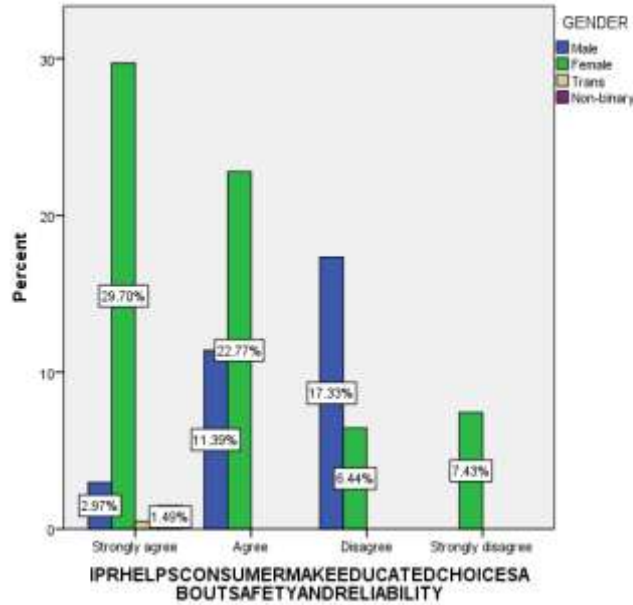
LEGEND: The figure shows the respondent's response to the statement that's true about copyright infringement in social media with respect to gender.

FIG.9:



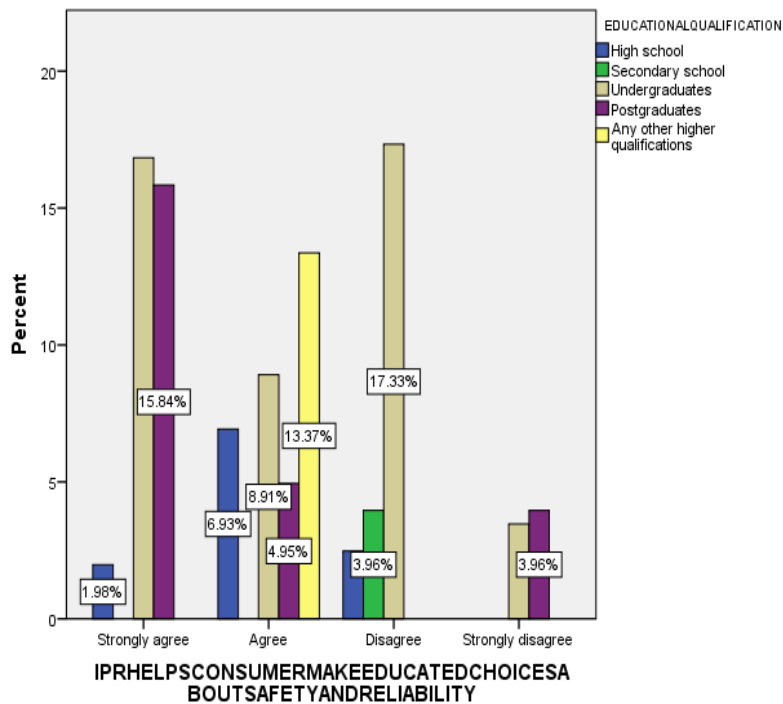
LEGEND: The figure shows the respondent's response to the statement that's true about copyright infringement in social media with respect to educational qualification.

FIG.10:



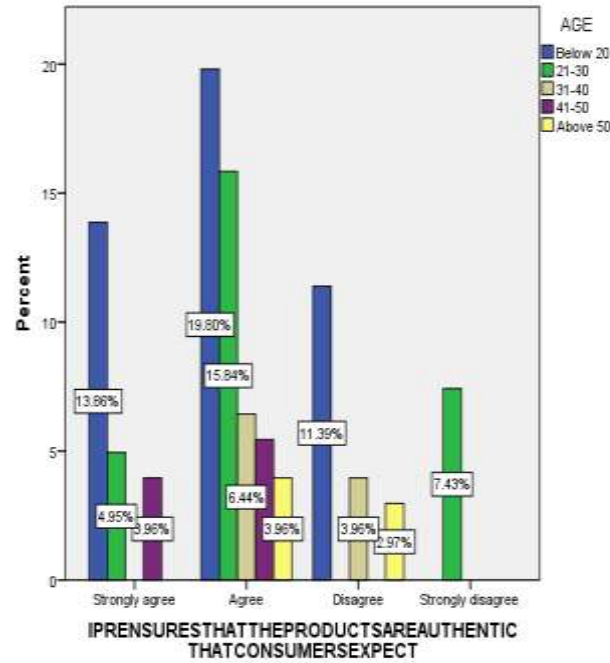
LEGEND: The figure shows the respondent's response to IPR helping consumers make educated choices about safety and reliability of the product with respect to gender.

FIG.11:



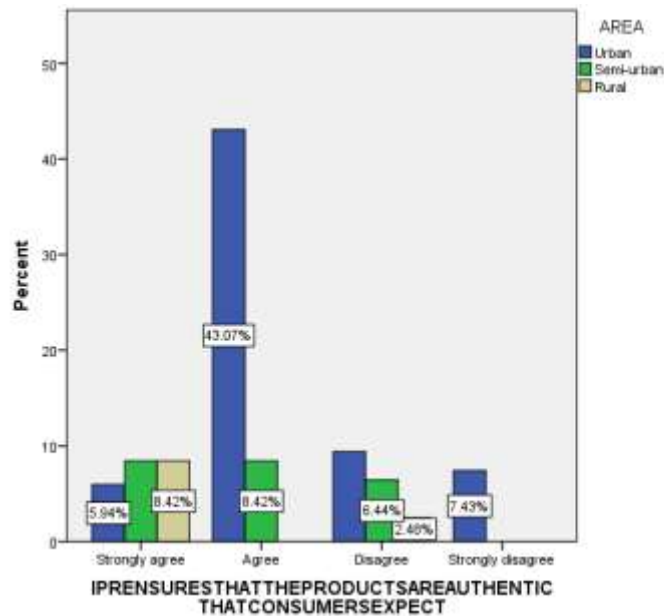
LEGEND: The figure shows the respondent's response to IPR helping consumers make educated choices about safety and reliability of the product with respect to educational qualification.

FIG.12:



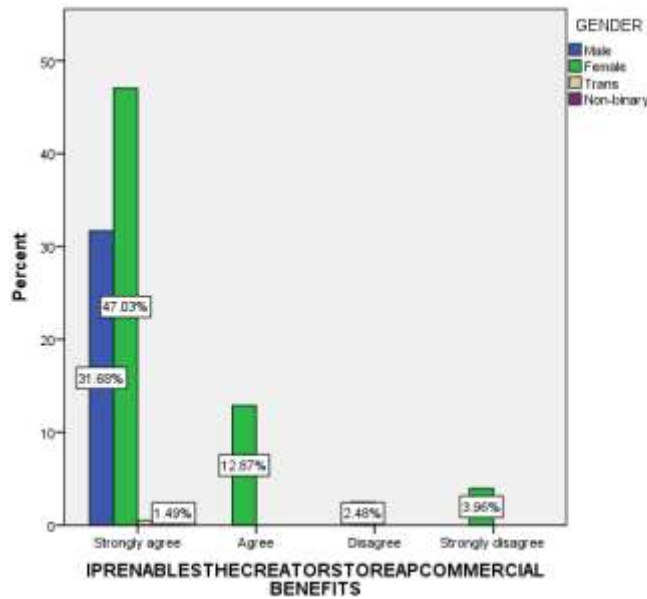
LEGEND: The figure shows the respondent's response to IPR ensuring that products are authentic as per the consumers expectations with respect to age.

FIG.13:



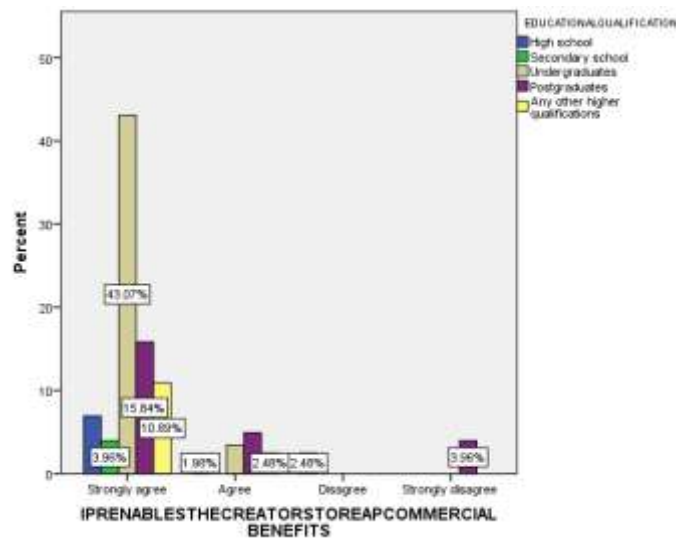
LEGEND: The figure shows the respondent's response to IPR ensuring that products are authentic as per the consumers expectations with respect to area.

FIG.14:



LEGEND: The figure shows the respondent's agreeability towards IPR enabling the creators reap commercial benefits with respect to gender.

FIG.15:



LEGEND: The figure shows the respondent's agreeability towards IPR enabling the creators reap commercial benefits with respect to educational qualification.

RESULTS

37.13% below 20 aged,17.82% 21-30,6.44% 31-40,9.41% 41-50,3.96% above 50 people chose "Yes"(Figure 1).49.50% urban,16.83% semi-urban,8.42% rural people chose "Yes"(Figure 2).27.23% urban respondents "5",8.42% semi-urban rated "4",4.95% rural respondents rated "2"(Figure 3).35.64% female responded "Protection of the moral and material interests resulting from any scientific, literary or artistic production of which a person is the author" and 14.85% male and 1.49% trans responded "Both"(Figure 4).25.74% Undergraduates,3.96% secondary school students chose "Both",15.84% Postgraduates,6.44% any other highly qualified respondents chose "Protection of the moral and material interests resulting from any scientific, literary or artistic production of which a person is the author" and 4.95% high school respondents responded "Free participation in the cultural life of the community, to enjoy the arts and

to share in scientific advancement and its benefits". These have been guaranteed under article 27.1 and 27.2 of UDHR (**Figure 5**). 38.12% below 20, 4.95% 21-30, 6.93% 41-50 chose "all of the above", 15.35% 21-30 chose "Universal declaration of human rights", 3.96% above 50 aged chose "International Covenant on Economic, Social and Cultural Rights" (**Figure 6**). 44.55% urban, 10.89% rural people chose "all of the above", 10.89% semi-urban chose "International Covenant on Economic, Social and Cultural Rights" (**Figure 7**). 36.63% female chose "It attracts liability for infringement claim despite giving credit to the original creator as the creator alone has the exclusive right", 15.84% male "It does not attract liability for infringement claim if credit is given to the original creator" (**Figure 8**). 22.77% Undergraduates states "It does not attract liability for infringement claim at all", 11.88% postgraduates, 5.45% high school students chose "It does not attract liability for infringement claim if credit is given to the original creator", 6.93% any other highly qualified respondents, 3.96% secondary school respondents chose "It attracts liability for infringement claim despite giving credit to the original creator as the creator alone has the exclusive right" (**Figure 9**). 29.70 female and 1.49% trans strongly agreed, 17.33% male disagreed to IPR helping consumers make educated choices about safety and reliability of the product with respect to gender (**Figure 10**). 15.84% postgraduates strongly agreed, 13.37% highly qualified people agreed, 17.33% undergraduates disagreed, 3.96% secondary school student disagreed to the variable (**Figure 11**). 19.80% below 20 aged, 15.84% 21-30 aged, 6.44% 31-40 aged, 5.2% 41-50, 3.96% above 50 aged agreed to the variable (**Figure 12**). 43.07% urban, 8.42% semi-urban agreed, 8.42% rural strongly agreed to this (**Figure 13**). 47.03% female, 31.68% male, 1.49% trans strongly agreed, 2.48% non-binary respondents disagreed to IPR enabling the creators to reap commercial benefits (**Figure 14**). 43.07% undergraduates, 15.84% postgraduates, 10.89% other high qualified people, 3.96% secondary school students strongly agreed to this (**Figure 15**).

DISCUSSION

Most below 20 aged respondents are youngsters and the ones that are studying college and other educated people also have knowledge of IPR not being a fundamental human right which they might have learnt in the educational institutions or through other mediums (**Figure 1**). Most urban people know the legal status of intellectual property rights than the semi-urban and rural people because they are much developed educationally than others (**Figure 2**). Most urban respondents believe that the indigenous communities are being exploited through non recognition of traditional knowledge as an intellectual property as they know the importance of patenting and the benefits this can provide those communities that semi urban and rural people (**Figure 3**). Most female seem to believe that "Protection of the moral and material interests resulting from any scientific, literary or artistic production of which a person is the author" is stated in article 27 as they are much rational thinkers than others (**Figure 4**). Most undergraduates are law aspirants and thus they have come through article 27 of UDHR through knowledge international conventions and treaties and thus they chose "both" (**Figure 5**). Most below 20 aged respondents are aware of what's constituted in the universal bill of human rights as they are law aspirants who responded through direct interested in college atmosphere or through online survey and they know about the "Universal declaration of human rights", "International Covenant on Economic, Social and Cultural Rights" and "International Covenant on Civil and Political Rights" better than other age category respondents (**Figure 6**). Most urban people are educationally forward and therefore they know about the "Universal declaration of human rights", "International Covenant on Economic, Social and Cultural Rights" and "International Covenant on Civil and Political Rights" better than the semi-urban and rural respondents (**Figure 7**). Most female respondents are well aware of the liability for copyright infringement better than other gender preferences as they are updated with Intellectual property right trends (**Figure 8**). Most Undergraduates are totally unaware of the liability for copyright infringement as they are young people who are brought up in social media culture where

there is no strict regulation of copyrights and most postgraduates are well aware of copyright infringement(**Figure 9**).Most female and trans women strongly agreed and most male disagreed to IPR helping consumers make educated choices about safety and reliability of the product as they are the buyers of most products in general households(**Figure 10**).Most postgraduates strongly agreed to IPR helping consumers make educated choices about safety and reliability of the product as they are the buyers of most products in general households as the people know as they are much educated than others and are highly conscious buyers(**Figure 11**).Most below 20 aged believe IPR to ensure the authenticity of the products as consumers expect and this is because this generation is concerned about buying original products and not being cheated by online frauds (**Figure 12**).Most urban respondents believe IPR to ensure the authenticity of the products as consumers expect and this is because the urban people are the online buyers and they're concerned about buying original products and not being cheated by online frauds than semi-urban and rural respondents(**Figure 13**).Most respondents of different gender preferences strongly agreed to IPR enabling the creators to reap commercial benefits as it's a known fact that this right is a protection to the creator to get the benefit for their creations(**Figure 14**).Most respondents of various educational status also strongly agreed to IPR enabling the creators to reap commercial benefits as it's a known fact that this right is a protection to the creator to get the benefit for their creations and that's the sole purpose of its existence (**Figure 15**).

LIMITATION:

The Major limitation of the study is the sample size,i.e,204 and the sample frame.The sample frames are random places which includes bus stands,auto stands,shops,etc. where the respondents aren't devoted or patient enough to answer the questionnaire. The sample size is yet another drawback of the research as it's quite large.Some respondents gave ambiguous responses which made it difficult to come to an accurate conclusion of what the respondent is trying to convey.

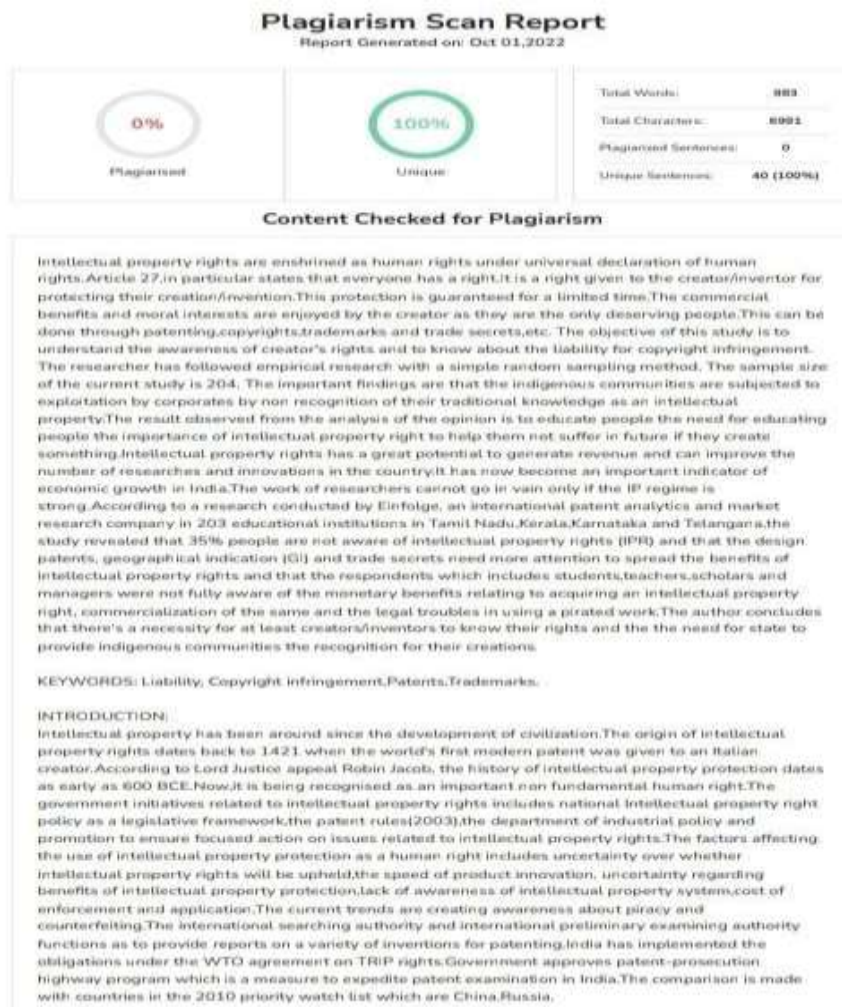
CONCLUSION

The intellectual property rights are the rights that are given to an inventor or creator as the reward for what they have created.The intellectual property rights are non-fundamental human rights and the state interference can happen to fulfill human rights obligations.The major objective of the study is to find the awareness about IPR as a non fundamental human rights and the benefits of intellectual property rights to creators and consumers.The findings of the study includes that the indigenous communities have been exploited through non-recognition of traditional knowledge as an intellectual property.There are various conventions,treaties and agreements to ensure these rights.This include TRIPS agreement,WIPO,the Berne convention and the Paris convention.Enforcement of intellectual property rights and the settlement of dispute created in respect to a creation is the main objective of these.In India,there is a lack of awareness in getting an idea protected or commercialized which results in a lack of economic growth of the nation.To spread awareness in relation to this,many awareness programs are being conducted pan India by government organizations,R&D institutions,universities,National Research Development Corporation(NRDC) in association with Intellectual Property Offices and in collaboration with industry associations like FICCI, CII and ASSOCHAM.The suggestion is the necessity to bring awareness among public through campaigns to provide knowledge on intellectual property rights and the rights of creators.The field has a great scope in the future as the technological advancements like NFTs are coming up to ensure the creator's privilege.The NFTs are a big game changer in the field of intellectual property.An artist called Beeple sold his artwork as an nft for \$69 million dollars.As the number of innovations rise,the issues along with it rises.The author concludes by stating that there is an essential urge for creators to know their rights and the state should provide the indigenous communities a place to enjoy the benefits through the traditional knowledge of theirs that is being used by corporations.

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PLAGIARISM REPORT:



Argentina, Algeria, Chile, Canada, Indonesia, Venezuela and Pakistan. China has been on the list before and still not just because of Intellectual property theft and counterfeiting but because government practices that restrict the market for foreign goods and US has world intellectual property organisation which is specialized agency harmonizing these law of countries around the globe. In 2016, India held 5th rank among all other countries in terms of number of global research publications as per Scimago Journal & Country Rank whereas its ranking in commercialization mainly in terms of generating intellectual property rights was at 45th rank. India is currently at 58th rank in global position of commercialization of intellectual property rights. The aim of the research is to understand the intellectual property protection system and its regime in India along with the awareness of intellectual property rights among people.

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Plagiarism Scan Report

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Content Checked for Plagiarism

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(Tehrani 2011)The author presents an engaging analysis on the history and evolution of copyright law and its impact on the lives of individuals in the twenty-first century.The author has made this concept revolve around the infringer, transformer, pure user, creator and reformer.The author portrays the vitality of copyright regime in modern digitalized world.

(Helfer 2013)The author mentions that there is a significant relationship between human rights and intellectual property which is being researched upon by many international organisations,civil society groups and government agencies.The author also explores the historical and institutional context of topics ambiguity in existing legal norms,recognition of new legal norms, the strategic issues and cautionary perspectives.

(Geiger 2016)The author mentions that Intellectual property law gives an idea about human creativity.It intersects with the principles and ethics of the human rights tradition.The authors covers jurisdictions, issues and debates in relation with this.

(Wanta,2016)The author provides an introduction on copyright and related rights.The author explains the fundamentals of copyright law and practice: and describes the different types of rights that the copyright and patent law protects and the limitations on those rights as well. The author has covered the provisions for enforcement of these rights.

(Lal 2017)The author analyses how social media has shaped India in the past decade and significant personalities like Arvind Kejriwal,chief minister,Delhi and Social media activist Ankit Lal takes a deep dive into India's biggest social media campaigns.The author discusses how the social media platforms changed the way Indians engage in politics and social revolution.

(Dreyfuss and Ng 2018)The author describes how intellectual property law has been drafted by the concepts of incentives,health,development,trade and human rights.

(Tan 2018)The author is an internet governance specialist who compares copyright laws on selected social media platforms including Facebook, YouTube Pinterest,Twitter and Wikipedia with other regulatory factors such as the terms of service and conditions and the technological features of each platform.The author has analysed the regulation of content generative behaviour of the digital platform users from a copyright perspective.

(Bosher 2019)The author discusses a new approach to online copyright infringement. The author provides legal analysis from a human perspective. The author highlights the concepts including the development of copyright statutory law, the interpretation of the same, the judiciary.

(Liu and Racheria 2019)The author analyses intellectual property and the governance of innovation and creativity in the development of six key industries in developing countries like India and China. These industries reflect the economic development of the two economies, or of vital importance to them like the IT industry, the pharmaceutical industry,the film industry and the automobile industry, and the sharing economy. The author's analysis goes beyond the domain of IP law.It also includes economics and policy analysis.

(Torremans 2020)The author has presented an in-depth analysis and discussion of essential and emerging issues in the intersection of intellectual property law and human rights law.The author addresses the current matters such as AI, climatic change, and biotechnological materials to define the relationship between intellectual property and freedom of expression and the fundamental right to

privacy the international protection ecosystem.

(Stim 2020)The author has provided a guide to intellectual property law and how it benefits the world of business or arts.The study surrounds copyrights,trademarks,patents and other intellectual property rights that applies to the creation.

(Aziz and Noor 2020)The author states that many international organizations, government agencies and civil society groups are working in defining the relationship between human rights and intellectual property.The author explores the meaning of important international instruments,the writings that clarify the ambiguity in legal norms and the works that support the recognition of newly introduced legal norms.

(Gooday and Wilf 2020)The author explores the familiar milestones regarding IP protection systems such as the Paris Convention(1883) and the World Intellectual Property Organization's founding(1967) which are the foundation of current global institutions of patent governance.The author states that various countries have fashioned their own mechanisms for fostering technological invention throughout the modern period.

RESEARCH METHODOLOGY:

The author has adopted empirical method with a simple random sampling method to do this non-doctrinal study.Primary sources such as questionnaires and surveys are used for this research.Secondary sources such as books,articles and journals were referred for the study.The independent variable taken here is Age,Area Gender,Educational qualification,Employment. The dependent variables are awareness that intellectual property rights are not recognised as fundamental human rights,agreeability towards non recognition of the traditional knowledge as an intellectual property by the government caused exploitation of indigenous communities, awareness about article 27 of universal declaration,the universal bill of human rights,statement is true about the liability attracted for copyright infringement that occurs social media,agreeability towards the importance of intellectual property rights to creators,inventors and consumers.The statistical data used by the researcher is chi square and graphical representation.The sample size is 204 and the sampling method is simple random sampling.

LIMITATION:

The Major limitation of the study is the sample size,i.e,204 and the sample frame.The sample frames are random places which includes bus stands,auto stands,shops,etc. where the respondents aren't devoted or patient enough to answer the questionnaire. The sample size is yet another drawback of the research as it's quite large.Some respondents gave ambiguous responses which made it difficult to come to an accurate conclusion of what the respondent is trying to convey.



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CONCLUSION :

The intellectual property rights are the rights that are given to an inventor or creator as the reward for what they have created. The intellectual property rights are non-fundamental human rights and the state interference can happen to fulfill human rights obligations. The major objective of the study is to find the awareness about IPR as a non-fundamental human rights and the benefits of intellectual property rights to creators and consumers. The findings of the study includes that the indigenous communities have been exploited through non-recognition of traditional knowledge as an intellectual property. There are various conventions, treaties and agreements to ensure these rights. This include TRIPS agreement, WIPO, the Berne convention and the Paris convention. Enforcement of intellectual property rights and the settlement of dispute created in respect to a creation is the main objective of these. In India, there is a lack of awareness in getting an idea protected or commercialized which results in a lack of economic growth of the nation. To spread awareness in relation to this, many awareness programs are being conducted pan India by government organizations, R&D institutions, universities, National Research Development Corporation (NRDC) in association with Intellectual Property Offices and in collaboration with industry associations like FICCI, CII and ASSOCHAM. The suggestion is the necessity to bring awareness among public through campaigns to provide knowledge on intellectual property rights and the rights of creators. The field has a great scope in the future as the technological advancements like NFTs are coming up to ensure the creator's privilege. The NFTs are a big game changer in the field of intellectual property. An artist called Beeple sold his artwork as an nft for \$69 million dollars. As the number of innovations rise, the issues along with it rises. The author concludes by stating that there is an essential urge for creators to know their rights and the state should provide the indigenous communities a place to enjoy the benefits through the traditional knowledge of theirs that is being used by corporations.

