



\$~16

* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
CNR No. DLHC010142412023
+ **CS(COMM) 230/2023 & I.A. 7429/2023, I.A. 7430/2023, I.A. 7438/2023, I.A. 2825/2025**
MS. AARADHYA BACHCHAN AND ANR.Plaintiffs

Through: Mr. Pravin Anand, Ms. Vaishali Mittal and Mr. Shivang Sharma, Advocates.

versus

BOLLYWOOD TIME & ORS.Defendants

Through: Mr. Ruchir Mishra, Mr. Sanjiv Kumar Saxena, Mr. Mukesh Kumar Tiwari, Ms. Reba Jena Mishra and Ms. Poonam Shukla, Advocates for UOI. Ms. Mamta Rani Jha, Mr. Rohan Ahuja, Ms. Shruttima Ehersa and Ms. Aiswarya Debadarshini, Advocates for D-10.

CORAM:

HON'BLE MR. JUSTICE A. J. BHAMBHANI

ORDER

%

13.08.2026

Further to order dated 31.07.2026, the court has heard Mr. Pravin Anand, learned counsel appearing for the plaintiffs.

2. In the course of the hearing, certain queries have been raised by the court. Without the queries set-out below being exhaustive, this court is of the view that at least the following three questions are required to be considered:

2.1. It has been argued on behalf of the plaintiffs that a 'family name' carries a reputation akin to a trademark. Typically, a trademark is an asset in itself, and the *reputation attaches to that asset*. However, a 'family name' acquires reputation



arising from the achievements of a person and therefore *inheres in that person*. The question is, does the reputation attach to the ‘family name’ itself; and, therefore, is a ‘family name’ intellectual property in itself, and if so, to what legal protection is it entitled?

- 2.2. Does fake news about a person amount to violation of any intellectual property right, and if so, which one?
- 2.3. Can the jurisprudential concept of defamation (slander and libel) or any other form of injury to reputation, be conflated with the jurisprudential concept of intellectual property rights.
3. Mr. Anand has made some submissions on the above queries. He wishes to place further submissions by way of a note.
4. Learned counsel for Defendant No. 10/Google LLC also seeks time to do so.
5. Re-notify on 15th September 2026.
6. In the meantime, let amended memo of parties in terms of order dated 31.07.2026 be placed on record.

A. J. BHAMBHANI, J

AUGUST 13, 2026/ak