

Question ✔ Answered step-by-step

After disposing Gay Weder in only two rounds in Las Bigas, Filipino boxer Manny Pacquiao arrived at the Ninoy Aquino International Airport met by thousands of hero-worshipping fans and hundreds of media photographers. The following day, a colored photograph of Manny wearing a black polo shirt embroidered with the 2-inch Lacoste crocodile logo appeared on the front page of every Philippine newspaper. The picture in the said newspaper was real and unedited for Manny Pacquiao purchased the said polo shirt from Las Vegas.

Lacoste International, the French firm that manufactures Lacoste apparel and owns the Lacoste trademark, decided to cash in on the universal popularity of the boxing icon. It reprinted the photographs, with the permission of the newspaper publishers, put it in their official website alongside the phrase "Manny Pacquiao just loves Lacoste."

Was there any violation of the intellectual property rights of Manny Pacquiao? If yes, what is the violation and explain how it was violated.

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Yes there is a violation of rights of Manny Pacquiao, as the photograph that the company is capitalising on is brought from the newspaper, but the selling line of the company includes the name of Manny and they did not take a prior permission from him to state it.

The images can be reproduced which the newspaper firm sold to the Lacoste International because it is solely subjected to the copyright of the news paper agency, but saying a statement about s person liking or hating something without his permission is violation of his fundamental right to speech and hence Manny's rights have been violated.

Step-by-step explanation

The right to speech was violated as I mentioned, also I stated the reason for it, as you cannot simply put a statement of a person without his permission. Now the matter can be resolved in two ways, first Manny dues the Lacoste International and demands money as a compensation in the court and bring down the selling advertisement or the second option is to reach to Lacoste International and make them apologize and demand a contract of advertisement from them and this statement comes under it, as it would be great for the company and as well as be great for Manny because he gets paid for wearing and sporting clothes of his favorite brand.

The copyright law is same world-wide and also the right of freedom of speech is universal, so there is no need to search for regional or country specific laws here.
Hope it helps!

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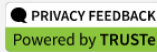
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