



MEMORANDUM OF UNDERSTANDING (MoU)



MEMORANDUM OF UNDERSTANDING

Between

**KHWAJA MOINUDDIN CHISHTI LANGUAGE
UNIVERSITY, LUCKNOW, UTTAR PRADESH**

AND

IMAGE AND CREATIONS PRODUCTIONS

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MEMORANDUM OF UNDERSTANDING (MoU)



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Between
KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW
And
IMAGE AND CREATIONS PRODUCTIONS

Khwaja Moinuddin Chishti Language University, Lucknow (hereafter referred to as KMCLU) and Image and Creations Productions herewith sign a memorandum of understanding on **May 31, 2023** which reads as follows:

PREAMBLE:

The Primary objective of this Memorandum of Understanding between Khwaja Moinuddin Chishti Language University, Lucknow and Image and Creations Productions is to create a means of cooperation between the two entities, subject to the terms of this MoU and the laws, regulations, rules and national policies as may be applicable in the duration of the agreement. In shall endeavour to strengthen, promote and develop academic, cultural and research co-operation between the Parties on the basis of equality, mutual benefit and public good.

ARTICLE 1: INTRODUCTION OF PARTICIPANTS

Khwaja Moinuddin Chishti Language University, Lucknow

WHEREAS **KMCLU** is a State University established under the Uttar Pradesh Arabi Farsi Universities Act 2009 (U.P. Act No. 12 of 2009). The University aims to achieve excellence in language, research and innovation that supports the students in becoming productive, responsible, ethical, creative and compassionate members of the society.

Image and Creations Productions

WHEREAS **Image and Creations Productions** is a Image and Creation, (A future maker Group) Film production and broadcast Solution, is an emerging Production House having its presence felt in the media industry through its innovative ideas, Image&Creation creative concepts, technologically and industry compatible equipments, expert team, strong industry alliance and remarkable execution. Image &Creation has been active in filmmaking, documentaries, electronic advertising, theatre, Event

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Management etc. The Production House deals in all genres whether fiction, non-fiction, docu-drama or any other form. From ideation to scripting, shooting to screening, we aim at delivering a finished product to achieve creative satisfaction. Every project undertaken is brought up like our own child and nurtured with best measures and by industry experts to make a competent and creative output. With intense research and development and focus group study, the Production House has always achieved its goals.

ARTICLE 2: AREAS OF COOPERATION

2.1 Both parties agree to encourage the following activities, in particular, to promote national and global academic cooperation in the following areas:

1. Making mass communication & Journalism syllabi relevant to print media needs.
2. Sourcing internships and training for students of KMCLU.
3. Conducting Print Media related activities and workshops with the approval of competent authority of KMCLU.
4. Other related initiatives with an objective of sharpening the PG and UG Programme in light of Print Media and industry oriented needs.
5. Institutional exchanges between faculty and staff from each partner institution.
6. Exchange of information pertaining to developments in teaching student development and research.
7. Mutually promote information and activities of the other Party within the scope of the Memorandum of Understanding on then respective websites (subject to prior written approval for the use of any logos or trademarks).
8. To provide infrastructure, academic and technical support, subject to availability.
9. Co-operation in any other areas or specific areas and details will be implemented upon mutual agreement and will be outlined in separate agreement and cooperation and addendum to this memorandum upon its signature by the authorised representative as agreed to by the Parties from time to time.

2.2 For the purpose of implementing the co-operation in respect of any areas stated in paragraph 2.1 the Parties shall enter into legally binding agreements subject to terms and conditions as mutually agreed upon by the parties including clauses on "confidentiality", "suspension", "protection of intellectual property rights and "settlement of disputes".

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ARTICLE 3: FINANCIAL ARRANGEMENTS

3.1 This Memorandum of Understanding shall not give rise to any financial obligation by one Party to the other. However, if financial liabilities arises it will be decided as per the mutual agreed terms between both the parties.

3.2 Each Party shall bear its own cost and expenses in the implementation of this Memorandum of Understanding

ARTICLE 4: EFFECTIVE DATE AND DURATION OF MOU

4.1 This Memorandum of Understanding shall become effective from the date of signatures of both parties, or if the dates vary, then the date of the later signature.

4.2 The MOU will be valid for a period of five years from the date of signature.

4.3 This MoU may be extended with the written consent of both parties.

ARTICLE 5: IPR

5.1 Both Parties undertake that they shall not infringe upon any copyright or in exclusive possession of the respective Parties. Both parties shall obtain permission in writing for the usage of any logo, motif, emblem, or any other intellectual property right vested in the respective Parties to be used in connection with the implementation of the present MOU from the respective Party. Each Party is the sole owner of such intellectual property. Neither Party may use the other party's intellectual property rights without the prior consent of that Party. Nothing contained in this MOU is intended to, or shall be construed to grant to either Party any license or right regarding the other Party's Intellectual Property Rights.

5.3 In case research is carried out solely and separately by a party or the research results are obtained through the sole and separate effort of a party, the party concerned alone will apply for grant of IPR and once granted the IPR will be solely owned by the concerned party.

5.4 In case of research results obtained through joint activities, the grant of intellectual property rights will be sought by both the parties jointly and once granted these rights will jointly be owned by the parties on mutually agreed terms and conditions.

5.5 In case of research results obtained through joint activities under this MoU, both parties will apply as co – applicants for the protection of IPR subject to exclusive rights of both the parties to commercialise the technology jointly on mutually acceptable terms and conditions.



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5.6 Any expenditure towards filing, maintain and securing of IPR, development of the product and revenue towards license fee and royalty shall be shared on case to case basis in mutual consultation between both the institutions under a separate agreement.

ARTICLE 6: PUBLICATIONS

Faculty and scholars of both the Institutions may work jointly on publications. The Royalty / Intellectual Property Rights, if any, will be shared jointly on mutually agreed terms between the institutions.

ARTICLE 7: TECHNOLOGY/RIGHTS TRANSFER

Any transfer of technology or rights between both institutions will be done on mutually agreed terms and through a separate MoU if so required.

ARTICLE 8: CONFIDENTIALITY

During the tenure of the MoU and afterwards, unless both parties permit the disclosure, both Universities will maintain strict confidentiality and prevent disclosure of all the information and data exchanged under the scope of projects covered under this MoU.

ARTICLE 10: AMENDMENTS

No amendment or modification of this MoU shall be valid unless the same is made in writing by all the parties or their authorised representatives and specifically stating the same to be an amendment of this MoU. The modification shall be effective from the date on which they are made unless otherwise agreed to.

ARTICLE 11: FORCE MAJEURE

Both the parties shall have no liability in respect of any delay in carrying of the activities or failure to carry out the activities under this MoU caused due to any acts of the government, or any circumstances outside the reasonable control of the parties hereto.

ARTICLE 12: INDEMNIFICATION

Each party agrees to indemnify each other for any loss or liability or any claims, damages, fines, penalties, losses, costs and expenses incurred due to negligence.



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ARTICLE 13: DISPUTE RESOLUTION

All disputes and differences concerning the validity, scope, meaning interpretation or effect of this MoU or any dispute or disagreement between the parties for any matter relating to this memorandum, Registrar KMCLU and Managing Director, Image and Creations Productions will jointly resolve the dispute in a spirit of independence, mutual respect and shared responsibility. In case of any dispute which cannot be settled by mutual discussion an arbitrator may be appointed by each party.

ARTICLE 14: TERMINATION

This Memorandum of Understanding may be terminated by either party with a minimum of Sixty (60) days written notice. Activities in progress at the time termination of this Memorandum of Understanding shall be permitted to conclude as planned unless otherwise agreed.

ARTICLE 15: COORDINATORS

All activities conducted under this MoU must have the endorsement of the coordinators. At KMCLU, the coordinator will be Dr. Ruchita Sujai Chowdhary and at Image and Creations Productions the coordinator will be Mr. Durgesh Pathak Coordinators shall notify their counterparts should a new person be named to the position.

ARTICLE 16: SIGNATORIES

For and on behalf of KMCL University

For and on behalf of Partner Institution

Name: Mr. Ajay Krishna Yadav

Designation: Registrar

Place: Lucknow

Date:

Name: Ms. Kavita Pathak

Designation: Managing Director

Place: Lucknow

Date:

Witness:

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Witness:

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