



# CNLU NATIONAL MEDIATION COMPETITION 2024



**PRELIMINARY ROUND I  
GENERAL INFORMATION**

# ABOUT THE DRAFTERS

## MediateGuru



MediateGuru, a distinguished institute in the realm of alternative dispute resolution. We pride ourselves on being more than just a service provider; we are a dedicated community committed to facilitating amicable resolutions through expert mediation and arbitration services. Our team of seasoned professionals brings a wealth of experience and a deep sense of empathy to every case, ensuring a fair, efficient, and compassionate resolution process. We uphold the highest standards of integrity and professionalism, providing our clients with unparalleled support and guidance.

Beyond our core services, MediateGuru plays a pivotal role in enriching the ADR field through a series of meticulously curated events, competitions, and conferences. These initiatives are designed to foster professional development, encourage knowledge sharing, and cultivate the next generation of resolution experts.

Engage with industry thought leaders at our workshops, participate in challenging competitions, and become part of a network that values and promotes the principles of peace and resolution. At MediateGuru, we are steadfast in our mission to create a more harmonious world, one resolved dispute at a time.

# THE AI ACCORD

1. Within the thriving Indian tech sector, two businesses became embroiled in a convoluted legal battle. With its headquarters located in the vibrant city of Mumbai, LuxeTech Inc. has established itself as a leading producer of luxury electronics. LuxeTech has been at the vanguard of innovation since its founding in 2010 and has produced highly advanced computers, smartphones, and smart home appliances. The firm, which boasts annual revenues close to ₹6,000 crores, has expanded to employ over 3,000 people under the innovative leadership of CEO Sarah Johnson.
2. Bright Solutions, a rising star in software development, was located in Bengaluru, a tech-centric city some thousand kilometers distant. After being established in 2015, Bright Solutions made a name for itself in the AI software market with its innovative algorithms and intuitive user interfaces.
3. The conflict began in the spring of 2022 when LuxeTech partnered with Bright Solutions in an attempt to strategically incorporate AI into its products. The goal of this partnership was to combine Bright Solutions' software know-how with LuxeTech's hardware know-how to produce a new range of intelligent electronic devices.
4. As per the deal, Bright Solutions was assigned to create unique artificial intelligence software for LuxeTech's next generation of smart gadgets. LuxeTech would pay a sizeable fee as well as a portion of the sales revenue from these items with AI incorporated in exchange. This cooperation was first heralded as a ground-breaking one in the Indian tech sector.
5. However, within a year, the relationship soured. LuxeTech accused Bright Solutions of missing crucial development milestones, leading to significant delays in product launches. Bright Solutions, in turn, contended that the delays were due to LuxeTech's frequent changes in product specifications and delays in providing necessary hardware for software testing.
6. The situation escalated when LuxeTech withheld a scheduled payment, citing non-compliance with the agreement's terms. Bright Solutions retaliated by threatening to terminate the contract and demanding compensation for the work completed.
7. One of the new points of contention was the issue of intellectual property rights. LuxeTech claimed that the AI technology developed by Bright Solutions for their products contained elements that were suspiciously similar to LuxeTech's proprietary technology. LuxeTech feared that their intellectual property might be used in Bright Solutions' other projects, potentially giving their competitors access to these innovations. Bright Solutions vehemently

denied these allegations, asserting that their technology was entirely original and developed independently.

8. Another dispute arose over the marketing strategy for the AI-integrated products. LuxeTech, with its established brand and market presence, wanted to emphasize the hardware aspects of the products in their marketing campaigns, while Bright Solutions pushed for a focus on the AI software capabilities, believing it to be the unique selling point. This disagreement led to further delays as marketing campaigns could not be finalized, affecting the product launch timeline.
9. Furthermore, there was a conflict regarding the target markets for the new products. LuxeTech aimed to initially launch in urban centres where their brand was already strong, while Bright Solutions advocated for a broader launch that included emerging markets, where they believed the AI features would have a greater impact.
10. Both firms, deeply rooted in the Indian tradition of discussion and reconciliation, chose mediation instead of a possible judicial struggle that may have resulted in financial burden and brand harm. The parties' desire to avoid the public spectacle and drawn-out nature of court processes, as well as the support of alternative conflict resolution techniques by the Indian legal system, had an impact on this choice.



# Chanakya Centre for Alternative Dispute Resolution

## Contact Us

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For updates regarding the competition, visit [ccadr.cnlu.ac.in/nmc-2024/](http://ccadr.cnlu.ac.in/nmc-2024/).



The logo is a purple shield-shaped emblem with a white rectangular area at the bottom. The text is arranged in four lines: 'CNLU' in white, 'NATIONAL' in white, 'MEDIATION' in white, and 'COMPETITON' in purple. The year '2024' is also in purple and is positioned below the white area.

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NATIONAL  
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2024**