

GENERAL INFORMATION

8th RGNUL Sports and Entertainment Law Mediation Competition, 2026

8TH RGNUL SPORTS & ENTERTAINMENT LAW MEDIATION COMPETITION

QUARTER-FINAL ROUND: GENERAL INFORMATION

PIXELS & PREJUDICE: THE ALGORITHM OF ACCUSATION

BRIEF ON THE PARTIES

GrindKing (Marcus Ellery)

GrindKing is the professional alias of Marcus Ellery, a gaming content creator with over 18 million subscribers on MeTube and one of the platform's most prominent live-streaming personalities. Known for his near-flawless gameplay, encyclopaedic knowledge of game mechanics, and weekly tutorial series "*No Cap, Just Clips*", GrindKing has built his channel's identity around a singular and consistently stated premise: that every win, every trick, and every highlight reel is the product of raw, unassisted human skill developed through years of competitive practice. This positioning has allowed GrindKing to build a deeply loyal audience composed largely of aspiring competitive gamers, and has made him one of the platform's most trusted faces in the gaming space.

ExposedFrames (Priya Nair)

ExposedFrames is a MeTube channel operated by Priya Nair, a mid-sized but widely influential and one of MeTube's most closely watched investigative channels. The channel is dedicated to identifying and publicly calling out creators who misrepresent artificially generated or technologically enhanced material as organic output. Priya's methodology combines frame-by-frame video analysis, metadata forensics and a specially devised AI detection software, which has previously helped the channel expose several prominent creators that were widely credited as accurate and responsibly presented. ExposedFrames has earned a reputation for conducting rigorous, evidence-based investigations. The channel derives revenue from advertising, and as of early 2026, a paid membership tier launched shortly before the events giving rise to this dispute.

BACKGROUND OF THE FACTS

In January 2026, ExposedFrames published a forty-minute video titled "***The Algorithm Behind the King***", alleging that a substantial portion of GrindKing's highlight content, specifically segments drawn from his *No Cap, Just Clips* series bore the hallmark of AI-assisted video generation and post-production manipulation. Priya's analysis identified what she characterised as unnaturally smooth reaction times, frame inconsistencies around cursor and controller inputs, suggesting that footage had been processed through a generative video pipeline before being uploaded as live or near-live gameplay.

The video was published without any prior communication with GrindKing or his management agency, Apex Creator Group. The video accumulated over 12 million views within forty-eight hours and triggered a chain of consequences for GrindKing. Three of his brand partners placed their partnerships under formal review and his subscriber count dropped by nearly 900,000 in the following two weeks.

GrindKing responded with a livestream rebuttal denying all allegations and attributed anomalies identified to a professional grade editing software used solely for aesthetic enhancement and not to fabricate gameplay. He challenged the very foundation of her analysis alleging that the AI detection software underpinning her findings was running on an outdated model at the time of publication, one that was no longer considered reliable for the specific type of footage she had examined. He further contended that ExposedFrames reproduced substantial portions of his *No Cap, Just Clips* series without authorisation and monetised the resulting video through advertising revenue and its newly launched membership tier.

THE DISPUTE AND CALL FOR MEDIATION

These tensions escalated into a full dispute when it emerged that the facts cut deeper than either party had initially acknowledged. It came to the knowledge of GrindKing that the primary analytical tool, Veridiq AI, upon which ExposedFrames had relied, had been operating on an outdated model at the time of publication. Three weeks before the video went live, Veridiq AI's developers had issued a patch specifically correcting a known false-positive bias that caused the tool to flag high-frame-rate software as generative AI output under certain rendering conditions. Priya's team had not applied the update.

ExposedFrames does not accept this characterisation and has further drawn attention to a statement made by a former employee of GrindKing, who has come forward alleging that he was explicitly directed by GrindKing's team to incorporate AI-generated material into channel content, and that his refusal to do so on ethical grounds was the reason he ultimately left. GrindKing categorically denies this account, characterising the former employee as a disgruntled ex-staff member whose allegations are unverified, self-serving, and conspicuously timed. His legal team has indicated that it reserves the right to pursue the matter independently should the allegation continue to circulate. ExposedFrames, for its part, has stopped short of formally adopting the statement as part of its case, but has declined to distance itself from it publicly, a position GrindKing regards as deliberate.

Additionally, Priya's follow-up community posts characterised GrindKing as having "admitted to using AI-assisted tools during competitive sessions," which he disputes as a distortion of his acknowledgment of a training aid. In pursuant to this, he has sent a Legal Notice to ExposedFrames alleging defamation and unjust enrichment due to IPR violations. He asserts that these posts constitute independent actionable publications. This conduct has also attracted criticism from within the investigative content community itself, with several prominent creators publicly questioning whether ExposedFrames crossed the line from accountability journalism into targeted reputational campaigning.

The most immediate concern that followed is the allegation of defamation and reputational harm. GrindKing contends that ExposedFrames published serious factual claims without adequately verifying the underlying technical evidence, and that the timing coinciding precisely with ExposedFrames' own membership launch reflects a commercially motivated recklessness that goes beyond responsible journalism. Further, GrindKing argues that the suspension of three brand partnerships collectively worth an estimated $2.4 million annually which occurred following the formal review was a direct and foreseeable consequence.

GrindKing, represented by Legal Counsel Daniel Singh from Apex Creator Group, invited Priya Nair, operator of ExposedFrames, to participate in a mediation to address the ongoing dispute. Subsequently, Priya Nair, accompanied by her legal representative Pintu Pillai, agreed to the proposal, and both parties scheduled the mediation to take place at the CADR Mediation Centre, RGNUL.

ANNEXURE - I

To: Ms. Priya Nair, ExposedFrames

From: Legal Counsel for Marcus Ellery (GrindKing)

Date: February 28, 2026

Subject: LEGAL NOTICE - DEFAMATION AND INTELLECTUAL PROPERTY INFRINGEMENT

Dear Ms. Nair,

We represent Marcus Ellery, professionally known as **GrindKing**. This notice concerns the video published by your channel, ExposedFrames, titled "*The Algorithm Behind the King*" (04 January 2026), and subsequent publications on your community tabs and membership tiers.

I. DEFAMATION

Your video alleges that our client utilized AI-assisted video generation to fabricate gameplay. These claims are demonstrably false and were published with reckless disregard for the truth:

1. **Negligent Verification:** You relied on an outdated version of *Veridiq AI*. You failed to apply a critical patch issued three weeks prior to publication, a patch specifically designed to prevent the "false-positive bias" that led you to misidentify professional interpolation tools as generative AI.
2. **Failure to Disclose Conflict of Interest:** It has come to our attention that you engaged in undisclosed communications with *RivalEdge Entertainment*, a direct commercial competitor of our client's management, regarding a funded research arrangement.
3. **Malicious Timing:** The publication was strategically timed to coincide with the launch of your paid membership tier, suggesting a motive of commercial gain over journalistic integrity.

II. QUANTIFIABLE FINANCIAL DAMAGES

As a direct result of your false allegations, our client has suffered unprecedented financial harm, including:

1. The immediate loss of over **900,000 subscribers**.
2. The suspension of three major brand partnerships, totaling an estimated **$2.4 million in annual revenue**.

3. Severe irreparable damage to his "*No Cap, Just Clips*" brand identity.

III. INTELLECTUAL PROPERTY INFRINGEMENT

Your video reproduced extended, unedited segments of our client's copyrighted works without authorization. Further, the volume of material taken and your direct monetization of said content through advertising and exclusive membership tiers exceeds the legal protections afforded to commentary.

IV. DEMAND FOR ACTION

To avoid immediate litigation, we require the following:

1. **Cease and Desist:** Immediate removal of the defamatory video or the addition of a prominent disclaimer noting the technical inaccuracies.
2. **Public Correction:** A formal statement addressing the claims that failed peer review and the failure to use updated detection software.

Failure to reach a resolution during the upcoming mediation will leave us no choice but to pursue a claim for full compensatory and punitive damages in a court of law.

Sincerely,

Daniel Singh

Legal Counsel for GrindKing

Apex Creator Group