

GENERAL INFORMATION

8th RGNUL Sports and Entertainment Law Mediation Competition, 2026

8TH RGNUL SPORTS & ENTERTAINMENT LAW MEDIATION COMPETITION

FINAL ROUND: GENERAL INFORMATION

THE BUNGLE IN JUNGLE CONTROVERSY

BRIEF ON THE PARTIES

Kirmada Studios

"Kirmada Studios" (hereinafter "Kirmada") is a globally reputed titan in the game development industry, headquartered in Dholakpur, Indiya. Under the leadership of **Mr. Mighty Raju**, the CEO, the company has established a presence across major international gaming markets earning a stellar reputation for crafting immersive open-world multiplayer experiences that combine advanced technology with high-engagement gameplay. Its latest blockbuster, ***Bungle in Jungle***, was marketed to Gen-Z audiences in full swing as a revolutionary "living AI world-builder experience." Departing from traditional static environments, the game enables players to generate customized environments, cities and storylines. With over 40 million active users worldwide, Bungle in Jungle targeted a massive anticipated audience of gamers and creators, projecting USD 300 million in annual revenue from this launch. It is powered by an in-game AI engine, ***DholuGen,*** which generates real-time architecture, dynamic billboards, and landscapes based purely on user inputs.

TunTun Stream

"TunTun Stream" (hereinafter "TunTun") is the world's leading interactive live-streaming platform for gaming, e-sports, and commands 120 million monthly active viewers, monetised subscriptions, ad revenue shares, and brand collaborations at a colossal commercial scale. Mr. Mighty Raju, the CEO of Kirmada, personally holds a 42% equity stake and an executive board seat at TunTun. While his dual role was publicly disclosed to shareholders at the time of his initial investment, both parties acknowledge that no formal recusal framework was ever contractually entered into regarding promotional decisions between the two entities.

Jaggu Khurana

Jaggu Khurana (hereinafter "Jaggu"), popular gaming streamer, is a fan-favourite with a loyal and deeply engaged audience of over 28 million followers across multiple social media platforms. He has

frequently collaborated with Kirmada on exclusive live-stream events , driving millions of new viewers. In February 2026, Kirmada awarded Jaggu with early access and exclusive 72-hour streaming rights to maximise audience reach, with the teaser promising "Unlimited Worlds, No Boundaries." It quickly became the most awaited stream of the year; in fact it was the number 1 trending hashtag that week. The highly anticipated launch stream attracted millions of viewers globally, peaking at over 3.5 million live viewers and cementing the game's cultural footprint overnight.

McTrump Foods Pvt. Ltd.

McTrump Foods Pvt. Ltd. (hereinafter "McTrump"), is a massive multinational fast-food conglomerate best-known for its flagship burger chain, *McTrump Burgers*. A household name synonymous with fast-casual dining, the corporation maintains a dominant market presence across India, the UAE, and Southeast Asia. McTrump is globally identifiable by its highly distinctive features, including a flame-shaped rooftop architecture and an iconic, red-and-yellow color scheme. In March, at the time of the *Bungle in Jungle* launch, McTrump had absolutely no sponsorship, licensing, or affiliation arrangements with either Kirmada Studios or TunTun. However, in an effort to expand its digital advertising footprint and capture younger demographics, the company was actively engaged in negotiations for premium advertising placements, in-stream banner integrations, and branded esports tournament sponsorships with direct competitors of TunTun.

BACKGROUND OF FACTS

To tackle any intellectual property concerns prior to the launch, Kirmada publicly clarified in its launch documents that DholuGen strictly relies on licensed and public-domain patterns, with no dependence on proprietary corporate and third-party datasets. To combine their audiences and boost overall viewership, Kirmada entered into a multi-tiered, six-month promotional exclusivity agreement with TunTun – *Kirmada-TunTun Mutual Exclusivity Agreement*. Their six-month exclusivity deal granted Bungle in Jungle prime homepage placement, algorithmic favouritism, and rotating banner dominance, funneling TunTun's vast, real-time audience straight to the game via one-click downloads. The implementation of this collaborative marketing plan was largely driven by active influencer campaigning. The implementation of this collaborative marketing plan was largely driven by active influencer campaigning and amplification, with Jaggu playing a crucial role in it.

The global launch of *Bungle in Jungle* was not merely a game release but a cultural event, meticulously engineered through months of teaser campaigns and strategic influencer partnerships. On the evening of the launch, the digital atmosphere reached a fever pitch as Jaggu initiated a live session on TunTun titled *"Building the Most Chaotic City Ever in Bungle in Jungle!"* The stream was heavily promoted by TunTun's internal algorithms, peaking at over 3.5 million concurrent live viewers. During the session, Jaggu sought to demonstrate the much-hyped DholuGen AI engine, which promised to translate creative thoughts into high-fidelity digital reality in real-time. To showcase the engine's capabilities, Jaggu interacted with the in-game prompt interface, requesting the AI to generate a hyper-realistic, bustling modern metropolitan landscape. His prompt focused on creating a commercial district dominated by massive glass storefronts and iconic, vibrant fast-food landmarks characterised by aggressive branding colors and distinct architectural styles.

Within seconds, the DholuGen engine rendered a sprawling cityscape of incredible complexity. However, the immersion was immediately interrupted by a jarring sense of familiarity. Centrally located within the digital city was a prominent fast-food establishment that bore an uncanny, almost surgical resemblance to the flagship outlets of McTrump Foods Pvt. Ltd. The AI-generated structure featured a distinctive flame-shaped rooftop, a saturated red-and-yellow color palette, and a stylised "M" insignia positioned prominently above the entrance. Adding to the visual correlation, the building was adorned with digital signage displaying slogans such as "Taste the Flare," which closely mirrored McTrump's actual marketing motif "Taste the Fire". The live chat was instantly flooded with comments identifying the building as a "McTrump clone," with thousands of users questioning if the game had secured an unannounced partnership with the food giant.

The situation escalated from a visual coincidence to a reputational crisis when Jaggu began testing the game's *"Chaos Mechanics,"* a feature designed to cause massive destruction in the virtual worlds the user creates. In an attempt to entertain his massive audience, he initiated a fictional in-game riot scenario. He directed a crowd of AI-generated non-player characters to converge on the McTrump-like structure. The virtual mob proceeded to vandalise the storefront, eventually setting the building ablaze using in-game incendiary tools. As the structure collapsed into a heap of digital rubble accompanied by cinematic sound effects, Jaggu laughed and exclaimed to his audience, *"Finally, the corporate junk food empire goes down!"*

The unprecedented spread of the incident did not just occur overnight, but was heavily fueled by the massive reach of the streaming industry. While third-party content editors quickly extracted the footage, TunTun's own official PR team responsible for curating the platform's most engaging moments, clipped the destruction of the building and distributed it as a high-priority short-form reel. These clips were circulated across multiple social media platforms with provocative captions like *"Finally taking down the burger monopoly!"* and *"McTrump burns to the ground."* Within 24 hours, the footage had amassed a staggering 90 million combined views across various platforms. The incident birthed a digital movement; hashtags such as *#BurnTheBurger* and *#McTrumpDownfall* began trending globally. Meme pages took the escalation a step further, digitally editing the original gameplay footage to overlay McTrump's authentic corporate logo onto the collapsing building, further blurring the lines between fictional gameplay and a targeted brand attack.

The consequences for McTrump Foods were immediate and quantifiable. By the following weekend, the company reported a 26% dip in sales across its major urban outlets in India and Southeast Asia. Their social media channels were besieged by thousands of hostile comments, ranging from genuine calls for boycotts to aggressive trolling inspired by Jaggu's "junk food empire" commentary. McTrump's corporate leadership, viewing the incident as a coordinated assault on their brand equity, issued a scathing public condemnation. They characterized the stream as a "deliberate and malicious commercial attack masked as entertainment," alleging that the timing of the "coincidence" was suspiciously aligned with their ongoing advertising negotiations with rival platforms.

In the immediate aftermath, the responses from the tech giants were perceived by McTrump as dismissive. Kirmada Studios and TunTun issued a joint preliminary statement maintaining that the resemblance was entirely coincidental and a byproduct of the AI's generative processes reacting to generic user inputs. They argued that the system was designed to create archetypal city elements and that any likeness was unintended. Although TunTun eventually removed the official highlight clip approximately 72 hours after the initial broadcast, the move was seen as "too little, too late" by the public and McTrump alike. Notably, neither company issued a formal apology or an admission of platform negligence.

THE DISPUTE AND CALL FOR MEDIATION

The removal of the official highlight clip did little to contain the controversy. Within days, McTrump initiated formal legal action against Kirmada Studios, TunTun, and Jaggu, alleging that the incident

had crossed the threshold of creative expression into actionable commercial harm. What began as a digital spectacle now stands reframed as a dispute involving trademark protection, defamation, influencer accountability, and corporate governance ethics.

McTrump's primary allegation concerns trade dress infringement and passing off. The corporation asserts that the AI-generated structure reproduced a combination of distinctive elements that collectively form its brand identity; the flame-shaped rooftop, the red-and-yellow color scheme, the stylised "M" sign, and a slogan closely echoing its registered tagline. It emphasises that thousands of live viewers instantly identified the structure as a "McTrump clone," with many presuming an undisclosed commercial collaboration. According to the company, this immediate public association demonstrates a likelihood of confusion and establishes that the cumulative visual effect was neither abstract nor generic, but unmistakably referential. McTrump further contends that Kirmada, having advertised DholuGen as capable of generating "iconic commercial landmarks," ought to have anticipated and prevented the risk of brand mimicry through reasonable technological safeguards.

Beyond infringement, McTrump alleges commercial defamation. The in-game riot, culminating in the burning and collapse of a building visually resembling its outlets, is claimed to have created a negative image of the company alleging exploitative corporate practices. Jaggu's statement "*the corporate junk food empire goes down*" is characterized as reinforcing a negative narrative around the brand. The controversy was further aggravated, according to McTrump, by TunTun's official PR Team, which curated and circulated short-form 30 second clips on 15th March, isolating the destruction sequence from broader gameplay context and attaching provocative captions. McTrump claims measurable financial consequences, including a documented dip in weekend sales across major metropolitan markets, cancelled franchise negotiations, and substantial expenditure on crisis management.

The corporation has additionally framed the episode as a case of unfair competition compounded by conflict of interest. It argues that the exclusivity agreement between Kirmada and TunTun ensured algorithmic prioritisation that amplified the controversy to an unprecedented scale. The overlapping corporate role of Mr. Mighty Raju, CEO of Kirmada and board member with equity stake in TunTun is presented as evidence of structural bias. While the dual role was publicly disclosed, McTrump highlights the absence of any formal recusal mechanism governing promotional decisions between the entities.

Kirmada Studios, in response, denies any intentional wrongdoing and positions the resemblance as a coincidental by-product of generative AI processes reacting to generic prompts. The company maintains that flame-shaped architecture and red-yellow branding are archetypal fast-food motifs not exclusively owned by any single entity. It argues that the stylised "M" was procedurally generated and not derived from McTrump's trademark. According to Kirmada, resemblance in a fictional digital environment does not automatically amount to infringement absent direct copying or misappropriation.

TunTun has invoked intermediary protections, arguing that the original stream constituted user-generated content over which it exercised no control. TunTun characterises highlight clipping as an engagement-driven process designed to promote trending moments. The 72-hour delay in removing the clip is framed by McTrump as commercially opportunistic, given the surge in subscriptions and advertising revenue during the viral peak. TunTun, on the other hand, maintains that removal within that timeframe reflects reasonable diligence and that immediate takedown obligations cannot arise from every allegation of brand resemblance.

Jaggu maintains that he merely entered a broad creative prompt and engaged with the AI-generated environment in real time. He argues that his commentary was typical of exaggerated gaming entertainment and not intended as a factual assertion regarding McTrump. Nevertheless, McTrump highlights that Jaggu acknowledged the resemblance during the stream and monetised the broadcast through advertisements and viewer contributions.

What began as a landmark AI-driven game launch has now escalated into a high-stakes commercial dispute involving allegations of trade dress infringement, defamation, unfair competition, and intermediary liability. The controversy has placed the reputations and commercial interests of Kirmada Studios, TunTun Stream, and McTrump Foods Pvt. Ltd. under significant strain, while also raising concerns regarding influencer accountability and corporate governance.

Following the widespread circulation of the disputed content, McTrump Foods Pvt. Ltd. issued a legal notice to Kirmada Studios and TunTun Stream alleging that the AI-generated depiction and its subsequent amplification caused measurable reputational and financial harm. The notice demanded immediate removal of the content, a public clarification, and compensation for the alleged losses. Kirmada and TunTun denied the allegations, asserting that the imagery was autonomously generated

within the game environment and that the platform's role was limited to hosting user-generated streams. Both entities further disputed any obligation to compensate McTrump and reserved their respective contractual and statutory defenses.

In light of the refusal to provide the requested relief, McTrump initiated legal proceedings seeking injunctive relief and damages before the appropriate commercial court. During the preliminary hearing, the Court noted that the dispute raises complex and relatively unsettled questions concerning intellectual property protection and liability in AI-generated content ecosystems. Considering the ongoing commercial relationships between the parties and the potential reputational consequences of prolonged litigation, the Court has directed the parties to attempt a time-bound mediation before proceeding further with the matter.

Note: McTrump Foods Pvt. Ltd. is the Requesting Party, and Mr. Mighty Raju represents Kirmada Studios and TunTun Stream as the Responding Party.