Wednesday, November 13, 16:30 – 17:00

AI Meets IPR: Challenges with AI-Generated Content

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Abstract:

Predicting the future of technology is notoriously difficult. This challenge is certainly reflected in the current debate about the future of AI and intellectual property rights (IPR). On the one hand, it seems realistic to predict that in the near future there will be an increase in machines that are able to perform more tasks in more efficient and autonomous ways than we can currently envision. These tasks include production of artistic, technological, and scientific innovations that might potentially be the domain of IP law. Because of the economic value of these innovations, there may be an interest in 'controlling' these intellectual creations via IPR. On the other hand, however, a key question relates to how to apply some traditional concepts in copyright and patent laws, for instance those related to the conception of the author or inventor as a natural person, in the context of AI-generated works or inventions. The presentation will address these challenges in order to shed light over the current debate and controversies when it comes to applying certain key IPR notions in the context of AI-generated innovations and to propose suitable alternative approaches.