

## Consultation on the impact of Artificial Intelligence and Intellectual Property policy

### ICC Response

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies, 12,000 chambers of commerce in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

ICC welcomes and supports WIPO in its attempt to have a structured global discussion about the implications of Artificial Intelligence (AI) technology on the IP system and the opportunity to provide comments. AI has the potential to change many areas of business and life in a significant manner. It will most probably continue to significantly impact creation, production and distribution of economic and cultural goods and services. AI hence intersects with intellectual property (IP) policy at a number of different points since one of the main aims of IP policy is to stimulate innovation and creativity in the economic and cultural systems. Given the complexity of the issues and their potential ramifications for businesses and the current IP system, it is important for the WIPO study to not draw premature conclusions. ICC stresses that the report should benefit from a sufficiently sound factual basis and understanding of current law and practice.

ICC recognizes the potentially disruptive role that AI might play in the generically human-centric IP space and as such is committed to playing an active role and providing substantive input to any future discussions that will be held relating to the interplay between AI and IP. ICC has the unique opportunity to convene businesses worldwide to provide a common business perspective to discussions relating to AI, gather input from those already active in this space and bring to the table those who have not yet been heard. ICC has commenced working on AI related issues and will contribute results to the discussions in due course.