

Machine Unlearning/Making AI Forget: Remediation of Copyright Violations in AI

WIPO Conversation on IP and Frontier Technologies - Ben Luria, Hirundo

AI and IP in 2025: a Wild West era

Technology and businesses are moving fast - oftentimes too fast, and protecting IP is not a first priority unfortunately in this day and age.

Two approaches for IP in AI: upstream (respecting IP) and downstream (remediating discovered violations)

- In an ideal world, everyone would choose the upstream solution, and preemptively redact/not include any copyrighted material in AI training datasets.
- In the real world, most companies currently rather just resolve flagged issues downstream, retroactively.
- An industry standard is not set yet - so businesses are acting as businesses.

The main issue: AI training is irreversible and costly

- Just like human beings, AI “remembers” its training data. The only way to remove copyrighted materials from a trained model used to be complete retraining (months of work sometimes).
- Attempts to filter AI outputs don’t solve the core issue: the model is affected by what it learned.

Introducing Machine Unlearning - Making AI forget

- **Unlearning is an evolving field of research, focusing on “undoing” the impact of trained data on a trained model, without retraining.**
- **Hirundo is proud to be the first company in the world to offer an enterprise-grade Machine Unlearning product, allowing retroactive removal of data from AI models.**
- **We make AI forget unwanted data.**
- The process takes a fraction of the cost of retraining, and our proprietary technology ensures both deep removal and lack of “collateral damage” to the model.

The way forward: Unlearning as an inherent part of AI infrastructure in enterprises

- We believe that as the industry and regulatory landscape evolve, Unlearning should and will become a must-have for responsible AI adoption.
- It offers an ability to remediate violations.
- Enterprises will be able to adopt AI in a de-risked manner, with an ability to respond to IP claims in a quick and transparent solution.
- IP owners will be able to be more proactive about enforcing their claims - knowing that removal requests could now be done more easily.