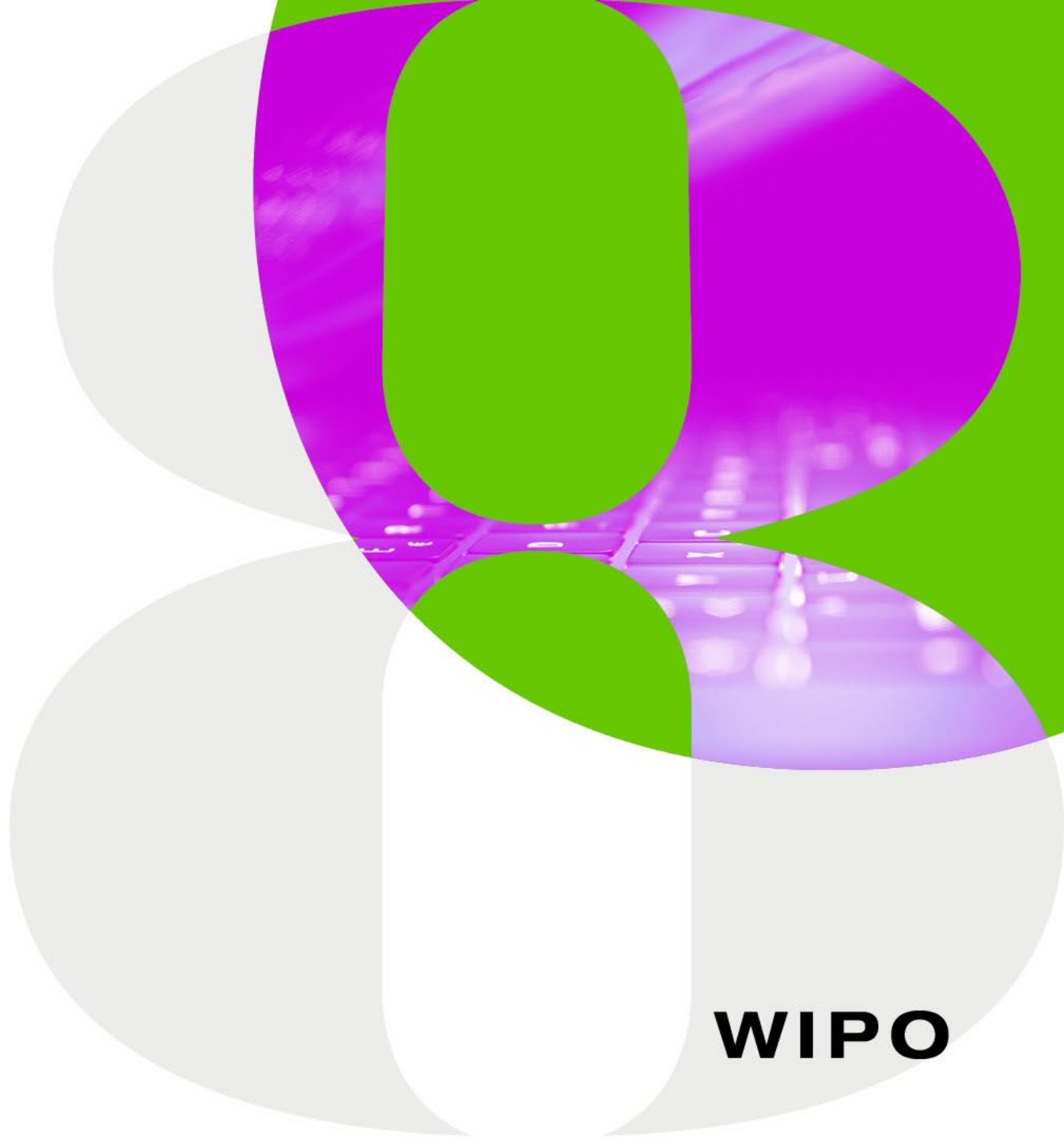
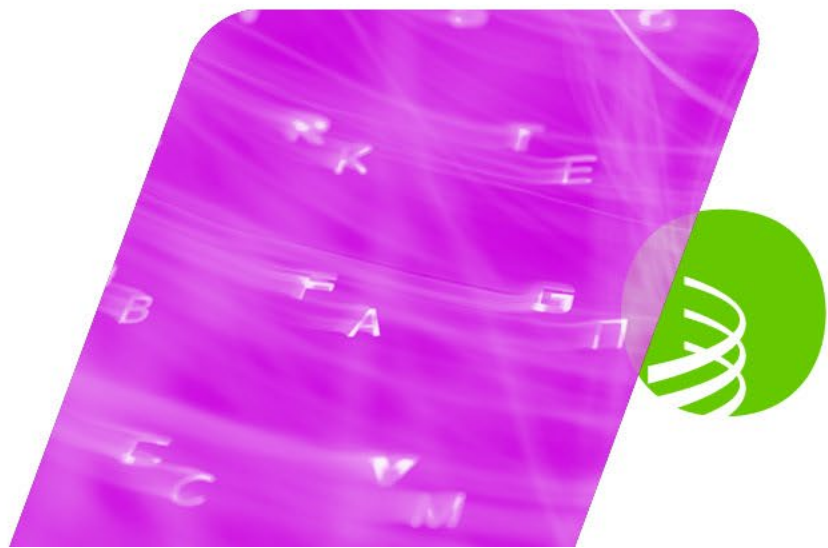


WIPO Conversation
September 20–21, 2023

Generative AI and IP



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Panel 6

**IP Strategies for Innovators and Creators in the Age of
Generative AI**

Copyright & Generative AI
Practical Strategies

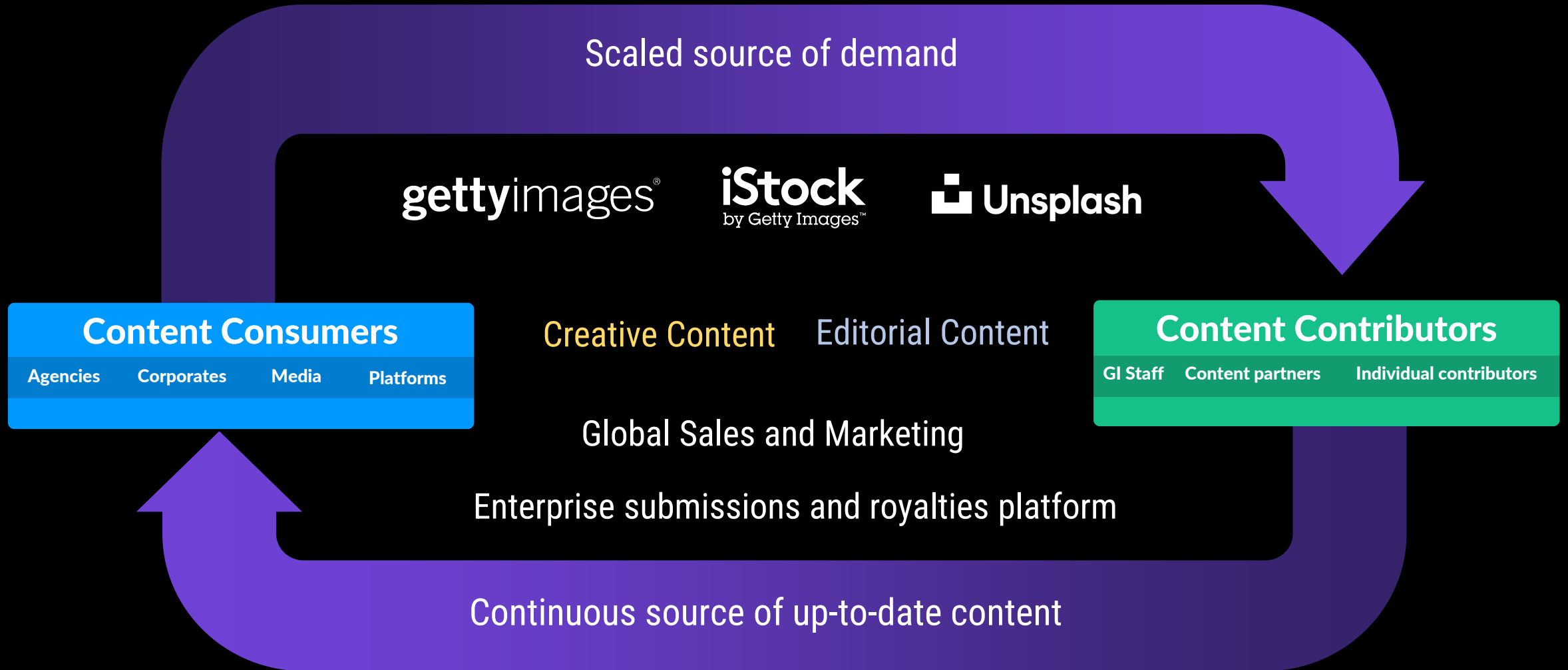
A Getty Images
Perspective

gettyimages®

iStock™

Unsplash

Visual Work Licensing Ecosystem



VISUAL DATA & MACHINE LEARNING

- High volume
- High quality
 - Visual content
 - Meta-data
 - Continually updated
- Likely to be protected by copyright
- Best practices

ISSUES NEEDING ATTENTION

- Copyright Issues
 - Input - Infringement
 - Output - Copyrightability
- Misinformation & Fraud
- Privacy, Property and other 3rd Party Rights
- Scope of AI Regulation





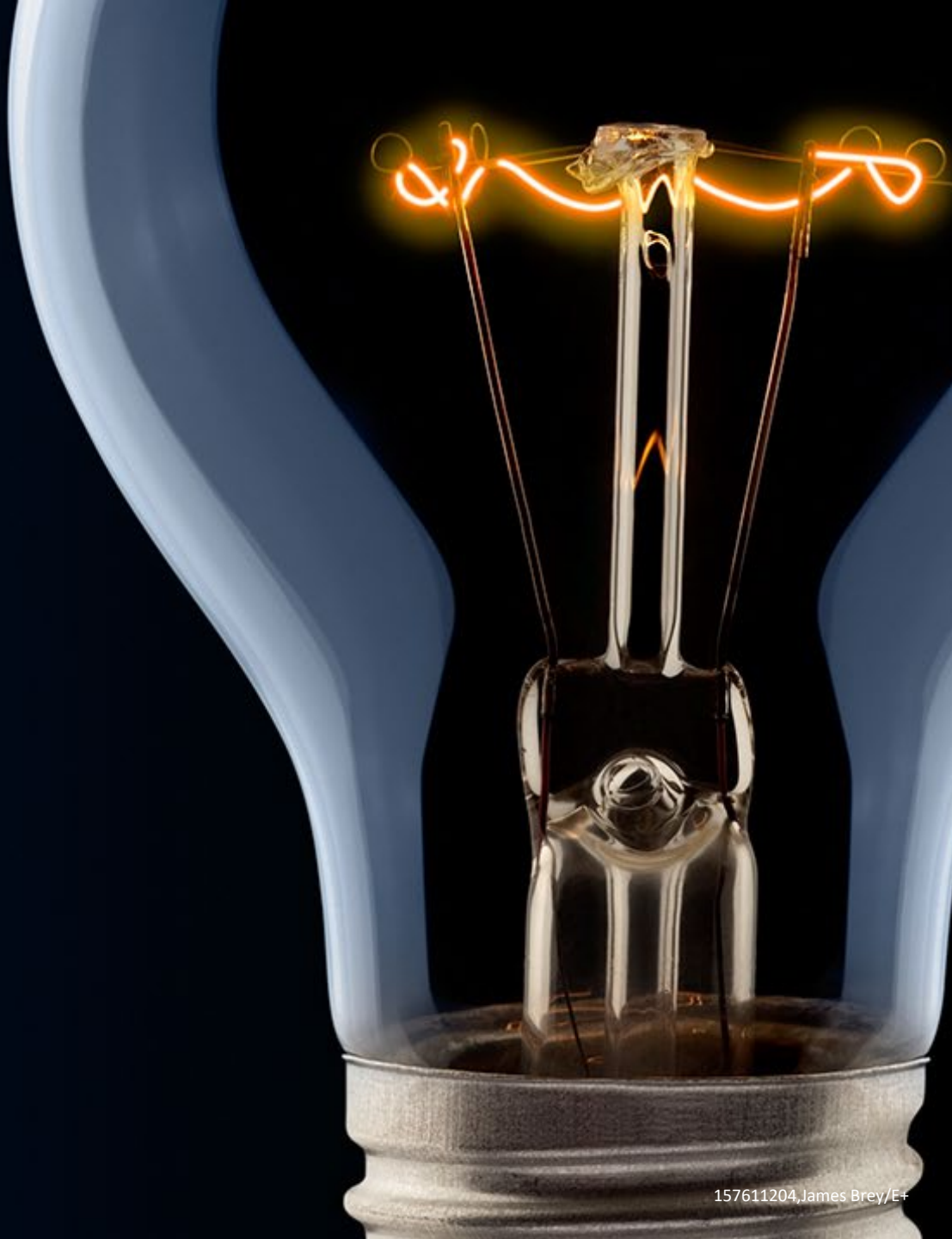
THE WAY FORWARD

THE WAY FORWARD

- Licensing not TDM
- Transparency regulations
 - Inputs
 - Output
- Industry standards
- Cooperation of digital services providers



THANK YOU



DATA LICENSING

Benefits:

- Access to the best datasets
- Avoid legal risk
- Support creative ecosystem

Best practice:

- Obtain explicit authorization
- Embrace transparency
- Maintain auditable records

