



**WIPO/IP/CONV/GE/2/24/1**  
**ORIGINAL: ENGLISH**  
**DATE: NOVEMBER 6, 2024**

# **WIPO CONVERSATION ON INTELLECTUAL PROPERTY (IP) AND FRONTIER TECHNOLOGIES**

**Tenth Session**  
**Geneva, November 5 and 6, 2024**

## **PROGRAM**

*prepared by the International Bureau of WIPO*

Tuesday, November 5, 2024

- 10.00 – 10.20      **Opening**
- Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO)
- H. E. Prof. Muhammad M. O. Kah, Ambassador and Permanent Representative of The Gambia to the UN Office at Geneva, World Trade Organization (WTO), and other offices in Geneva
- 10.20 – 10.30      **Interactive quiz: Copyrightable or not?**
- The quiz is intended to explore audience's views on different scenarios of AI use to generate images and the questions of copyrightability of those images before diving into some of the technical aspects relevant to the IP discussions.
- 10.30 – 11.20      **Presentation: From patentability dilemmas to copyright conundrums: Economic prospective**
- The presentation will seek to place the current debate on AI and copyright into a broader economic perspective. By comparing the nature of AI-generated creations and inventions, it will discuss potential policy rationale for restricting IP protection to human outputs only considering their impact on balance of incentives, productivity and economic growth.
- Open discussion
- Speaker:      Mr. Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO)
- 11.20 – 12.45      **Panel 1: Current copyright landscape: Where does AI fit in?**
- The panel will explore how generative AI blurs the line between what is the work of a human and AI and dive into diverse approaches and questions related to human authorship and how this applies to AI outputs.
- Moderator:      Ms. Lorato C Modise, Creative Multimedia Lecturer, Limkokwing University of Creative Technology, Botswana
- Speakers:      Ms. Jane C. Ginsburg, Morton L. Janklow, Professor of Literary and Artistic Property Law, Columbia Law School, United States
- Ms. Zhu Ge, Presiding Judge, BIC's First Comprehensive Division, China
- Mr. Vojtech Chloupek, Partner, Bird&Bird, Czech Republic
- Mr. Barry Scannell, Partner, William Fry LLP, Ireland
- Ms. Concepcion Saiz Garcia, *PDI-Titular d'Universitat Coordinador/a Curs*, University of Valencia, Spain
- 12.45 – 12.55      **Panel 1: Moderated Q&A and discussion**

12.55 – 13.15

**Case study 1: Frightening and fascinating AI**

AI can offer authors new economic opportunities with the potential to advance creativity and bring creative works to new and existing audience in a new way. This presentation will showcase how creators are using AI and IP questions they have in relation to their creations.

Speaker: Mr. Eugene Mapondera, Creative Director, Kay Media Africa, Co-founder, Comexposed, Zimbabwe

13.15 – 15.00

**Lunch break**

15.00 – 15.30

**Presentation: Back to the Future**

This presentation will explore how past art technologies can inform how we think about AI. What can we learn from the previous tech waves and tech disruptions? How has the IP system adapted to new technologies in the past?

Speaker: Ms. María Vásquez Callo-Müller, Postdoc, University of Lucerne, Switzerland/Peru

15.30 – 16.50

**Panel 2: Pay per use? AI outputs, training data and the infringement question**

The panel will explore the connection between copyrighted works in the training data, generative AI outputs and copyright infringement. It will also address whether artists whose art was scraped to train AI models should, and can, be linked to the output produced by those models.

Moderator: Ms. Brigitte Lindner, Associate, Serle Court, United Kingdom

Speakers: Ms. Dorien Herremans, Associate Professor, Singapore University of Technology, Singapore

Mr. Ygor Valerio, Partner, CQS/FV Advogados, Brazil

Ms. Zhang Linghan, Law Professor, China University of Political Science and Law, and UN High-Level Advisory Body Member on AI, China

Mr. Desmond Oriakhogba, Associate Professor in Intellectual Property, University of the Western Cape, South Africa

16.50 – 16.55

**Panel 2: Moderated Q&A and discussion**

16.55 – 17.20

**Presentation: How can we taste AI; sweet, bitter, or sour?**

Many artists have expressed genuine concerns that the rapid development of AI will displace human authors and lead to loss of control and marketability and overall dilution of human art. On the other hand, AI continuously proceeds its steps forward, which would surely offer significant potential. Artists have both ways, to utilize and take up a new technology as an aid or part of their expressions, or just ignore it.

The presenter will talk about some IP concerns and how policymakers worldwide can address them to help artists thrive in the age of AI.

Speaker: Ms. Ogawa Akiko, Director of the Intellectual Property Center at Yamaguchi University, Japan

17.20 – 18.00

**Presentation: Deep fakes, cheap fakes, voice jacking and other AI manipulations**

AI is increasingly used to create deep fake sound recordings or images based on artist's name, voice and likeness without their consent. The presenter will look at some of the most prominent cases and discuss how copyright law can adapt to meet the present and future challenges.

Open discussion

Speaker: Ms. Madhu Gadodia, Deputy Managing Partner, Naik Naik & Co., India

18.00 – 18.05

**Close of Day 1**

Wednesday, November 6, 2024

- 10.10 – 10.15      **Opening of Day 2**
- 10.15 – 10.20      **Interactive quiz: Copyrightable or not?**
- The quiz is intended to explore audience’s views on different scenarios of AI use to generate images and the questions of copyrightability of those images before diving into some of the technical aspects relevant to the IP discussions.
- 10.20 – 10.55      **Presentation: Technical cooperation for the benefit of all**
- The presentation will underline role of IP in limiting biases and the importance of having in place policies to ensure AI tools are monitored and used in ways that help ensure outputs do not reinforce biases and uphold fairness outcomes for everyone, everywhere.
- Open discussion
- Speaker:      Ms. Susan Otieno, Legal & Content Development, PICHA, Kenya
- 10.55 – 12.30      **Panel 3: Connecting the dots: Industry solutions to identify AI outputs**
- As AI advances and becomes more available, there is a growing interest in accessible, easy to use and interoperable transparency and authenticity solutions to identify and mark AI-generated content. The panel will look into the existing and potential tools to better manage dissemination of AI outputs and protect creators and artists.
- Moderator:      Mr. Hafiz Gaffar, Assistant Professor in Civil Law, Sultan Qaboos University, College of Law, Oman
- Speakers:      Mr. Andrew Jenks, Director of Media Provenance, Microsoft, Executive Chair, C2PA, United States
- Mr. Go Choi, CEO, MARKANY, Republic of Korea
- Mr. Mark Isherwood, Digital Data Exchange, LLC (DDEX), United Kingdom
- Ms. Ana Da Motta, Senior Manager Digital Affairs & AI, AWS Public Policy Europe, Middle East and Africa (EMEA), Amazon, Brazil
- Mr. Rijul Gupta, CEO, DeepMedia, India
- Mr. Romain Hennequin, Head of Research, Deezer, France
- 12.30 – 12.40      **Panel 3: Moderated Q&A and discussion**
- 12.40 – 15.00      **Lunch break**
- 15.00 – 15.20      **Presentation: Solving the “Mickey Mouse” problem**

While it is difficult to establish straightforward connection between images in the training data and the end output, AI researches found that AI models can reproduce almost exact copyrightable characters or distinct art pieces and replicate style of famous artists with a short and simple text prompt. The speaker will address those particular cases where memorization and similarity are more obvious and the implications of such cases on copyright law.

Speaker: Mr. Lo Khai Yi, Partner, Co-Head, Technology Practice Group, Halim Hong & Quek, Malaysia

15.20 – 17.00

### **Sharing session**

Open floor interventions and discussion: exchange of current practices between IP Offices and Member States in the area of IP protection of AI outputs.

Mr. Regan Asgarali, The Controller of Intellectual Property, Trinidad and Tobago Intellectual Property Office (TTIPO), Trinidad and Tobago

Mr. Andrew Foglia, Deputy Director of policy and international affairs, United States of America Copyright Office, United States

Mr. Teddy Edu-Yaw, Principal IT/IM Officer, Ghana Industrial Property Office (GHIPO), Ghana

Mr. Alvaro Gonzalez, Chief of the Business Intelligence Unit, Chilean National Institute of Industrial Property (INAPI), Chile

Mr. Richard Kayibanda, Registrar General Rwanda Development Board (RDB), Rwanda

Ms. Dana Lee, Deputy Director, Patent Legal Administration Division, Korean Intellectual Property Office (KIPO), Republic of Korea

Ms. Sheila Mavis Nyatlo, Divisional Manager, Innovation Support and Protection, Companies and Intellectual Property Commission, South Africa

Ms. Keiko Momii, Director, Copyright Division, Agency for Cultural Affairs, Japan

Ms. Zivile Plyciute, Advisor, Media and Copyright Policy Unit, Ministry of Culture, Lithuania

Mr. Philippe Rixhon, Technical Expert and Consultant, Copyright infrastructure Task Force, Estonia

Ms. Astrid Victoria Wäber, European Union Intellectual Property Office, European Union

Ms. Yan Hong, Secretary-General, Intellectual Property Research Center, Tsinghua University Law School, China

Ms. Jihan Williams-Knight, Registrar, Intellectual Property Office, St. Kitts and Nevis

17.00 – 18.00

### Open floor interventions

Having heard from IP Offices, Member States, innovators and IP professionals, what are your views? Bringing together the widest set of stakeholders, the open floor provides a forum to bring together global and diverse views.

Mr. Matt Blaszczyk, Research fellow at the University of Michigan Law School and the managing editor of the *Journal of Law and Mobility*, United States of America

Mr. Israel Cedillo Lazcano, General Director of Research, *Universidad de las Américas Puebla*, Mexico

Ms. Ana Cisneros, IP Specialist and AI data training agent, Mexico

Mr. Danny Friedmann, Associate Professor of Law, Peking University School of Transnational Law, China

Ms. Caroline Jonnaert, Principal, Lawyer and Trademark agent, ROBIC, Canada

Mr. Jure Kralj, Legal & Policy Executive, International Confederation of Music Publishers (ICMP), Belgium

Mr. Abbas Lightwalla, Acting Director of Global Legal Policy, International Federation of the Phonographic Industry (IFPI), United Kingdom

Ms. Constance Herreman Follain, Senior Legal Advisor, CISAC, France

Ms. Melanie Müller, Partner, Boehmert & Boehmert, Germany

Ms. Anja Neubauer, Lawyer, Neubauer Law, Germany

Ms. Ana Ramalho, Senior Copyright Counsel, Google, the Netherlands

Mr. Oscar Eduardo Salazar Rojas, Law Teacher, *Universidad de los Andes*, Colombia

Ms. Sena Sevindi, Legal & compliance counsel, Hubx, Türkiye

Ms. Svetlana Usoltseva, Analytical lawyer, Public Chamber, Russian Federation

Ms. Brigitte Vézina, Director of Policy and Open Culture, Creative Commons, the Netherlands

Mr. Italo Zanzi, Chief Operating Officer, droppGroup, United States

Mr. James Parish, Lecturer in Law, King's College London, United Kingdom

Mr. Tom Utum, Law graduate and digital assets intern, UNIDROIT, Nigeria

Ms. Kimani. F. Goddard, Intellectual Property & Investment Law  
Specialist, PhD Fellow & Researcher Maastricht University Faculty of  
Law, World Trade Institute Fellow, Bern University, Switzerland

18.00 – 18.05

**Closing remarks**

[End of document]