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WIPO CONVERSATION ON INTELLECTUAL PROPERTY (IP) AND FRONTIER TECHNOLOGIES

Twelfth Session
Geneva, October 28 and 29, 2025

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 28, 2025

- 10:00 – 10:15 **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
- 10:15 – 10:30 **Interactive quiz**
- The quiz is intended to explore the audience's knowledge about synthetic media before diving into some of the technical aspects relevant to the subsequent legal discussions.
- 10:30 – 11:00 **Presentation 1: “It's me, hi, I'm the problem, it's me”. Is it me though?**
- Fueled by vast digital footprints including social media and online content, synthetic media has become more accessible and more convincing than ever before. The technical session will delve into what synthetic media is, how it is produced, what fuels its increasing prevalence and whether and how synthetic media can be detected.
- Speaker: Mr. Anderson Rocha, Full-Professor and Researcher, University of Campinas, Brazil
- 11:00 – 11:10 **Moderated Q&As**
- 11:10 – 11:15 **Keynote by Waimatar - digital avatar of Germany's Minister of State for Culture and Media, Mr. Wolfram Waimer**
- 11:15 – 12:15 **Stories in Action: Man in the Mirror - the two faces of synthetic media**
- Synthetic media presents both significant challenges and exciting opportunities. On the one hand, it can raise serious concerns about misinformation, manipulation and identity theft. On the other hand, it represents new prospects. For example, it can enable powerful applications in film and entertainment, accessibility, and virtual communication, allowing creators to generate lifelike avatars, restore voices, or preserve historical figures in interactive ways. This session will illustrate the two faces of synthetic media.
- Moderator: Mr. Daryl Lim, H. Laddie Montague Jr. Chair in Law, Penn State Dickinson Law, United States/Singapore
- Speakers: Ms. Thethiwe Nomalanga Mashinini, Senior Lecturer in Cyber law, University of the Witwatersrand, South Africa
- Mr. Jung Michael, CFO & Head of Global Business Development, DeepBrainAI, Republic of Korea
- Mr. Alexandru Voica, Head of Corporate Affairs and Policy, Synthesia, United Kingdom

Mr. Alberto Bellan, Partner, Hogan Lovells, Italy

Mr. Rayan Sadri, CEO, Carez AI, Canada

12:15 – 12:30

Moderated Q&As

12:30 – 15:00

Lunch break

15:00 – 15:20

Presentation 2: Back to Basics: Introduction to concepts of legal rights and what are they good for

As synthetic media rapidly evolves, understanding the fundamental concepts of legal rights and prohibitions is essential not only to prevent its harms but also to unlock potential opportunities. This session breaks down some of the key types of rights - from personal to societal to ownership-based – along with the differences and similarities between granting rights and prohibiting actions, providing a comparative, accessible introduction to the basic legal frameworks.

Speaker: Mr. Marco Bassini, Assistant Professor, Tilburg University, Netherlands

15:20 – 16:30

Panel 1: Painting the full picture: Existing broad legal frameworks for synthetic media

With the rapid rise of synthetic media, there is increasing awareness of the need to mitigate the risks and maximize the opportunities. At the heart of this are both legal prohibitions and legal rights. This panel will provide an overview of the current legal framework and approaches, focusing on non-IP provisions, including privacy and personality rights, publicity and image rights, consumer protection, unfair competition and anti-fraud legislation.

Moderator: Ms. Caroline B Ncube, DSI-NRF Research Chair in Intellectual Property, Innovation and Development, Professor, University of Cape Town, South Africa

Speakers: Mr. Paolo Catalozzi, Judge, Supreme Court, Italy

Mr. Jonathan Faber, Managing Partner & General Counsel, Luminary Group LLC, United States

Ms. Diao Yunyun, Vice-President of Legal Affairs, Tencent, China

Mr. Oliver Fairhurst, Partner, Lewis Silkin, United Kingdom

Mr. Javier Berdaguer Mosca, Adjunct Professor of Private Law, Universidad de la República, Uruguay

16:30 – 16:45

Moderated Q&As and discussion

16:45 – 17:45

Panel 2: IP landscape unveiled: IP frameworks for synthetic media

IP rights also play a role in regulating synthetic media. From copyright to trademarks and performers' rights, how effectively can these frameworks protect voice, image, and likeness? What are their limitations – particularly when it comes to safeguarding style or regulating digital replicas? This panel will explore how IP applies to synthetic media across different jurisdictions, highlighting the range of global approaches and their implications.

Moderator: Ms. Emma Perot, Lecturer, University of West Indies at St. Augustine, Trinidad and Tobago

Speakers: Ms. Chang Yeyoung, Professor of Intellectual Property Law, Dokkyo University, Japan

Ms. Mathilde Pavis, Legal Adviser and Founder, Replique, France

Mr. Nedim Malovic, Trademark/IP Counsel, ASSA ABLOY, Sweden

17:45 – 17:55

Moderated Q&As and discussion

17:55 – 18:00

Close of Day 1

Wednesday, October 29, 2025

- 10:00 – 10:05 **Opening**
- 10:05 – 11:15 **Panel 3: How do things play out in practice? A *tour d’horizon* of contracts, content moderation and litigation**
- As synthetic media becomes more pervasive, the question arises how the legal and IP rights work in practice. Can a voice actor or sportsperson license their voice and image, how does this work contractually and what uncertainties remain? When disputes arise regarding unauthorized uses of someone’s voice, image or style, how easy is it to remove such unauthorized content online? And when disputes get serious, how does the legal and IP landscape work out in practice in the courts? This panel will offer insight into the practical challenges of contractual agreements and disputes involving voice, image, and likeness rights, and provide a broad overview of how different jurisdictions are addressing these issues. It will also highlight gaps in existing legal frameworks and the patchwork of rights across regions making effective regulation a significant challenge.
- Moderator: Mr. Philippe Sundfeld, Senior Legal Manager, Product, IP and Privacy, Wildlife Studios, Brazil
- Speakers: Ms. Maria Balsa Cadenas, Senior Lawyer, Cervieri Monsuarez Lawyers, Uruguay
- Mr. Sebastian Felix Schwemer, Professor of Law and Technology, BI Norwegian Business School, Norway
- Mr. Dipak Girdharlal Parmar, Founder, Cyber-IPR, India
- Mr. Benoit Van Asbroeck, Partner, Bird & Bird, Belgium and Assistant Professor, Université Libre de Bruxelles (ULB), Belgium
- Mr. Scott Martin, Consultant, Aspen IP, United States
- 11:15 – 11:30 **Moderated Q&As and discussion**
- 11:30 – 11:50 **Presentation 3: Catalyzing growth and development: Harnessing synthetic media while managing risks**
- Synthetic media represents opportunities for developing countries to enhance education, medicine and accelerate innovation. However, it also poses significant challenges, including risks of misinformation, political instability, privacy breaches and limited regulatory frameworks. The presentation will discuss comprehensive IP and broader strategies ensuring countries can mitigate risks, leverage the benefits and strengthen their regulatory systems.
- Speaker: Ms. Oghomwen Rita Ohiro, Senior Lecturer, University of Benin, Nigeria
- 11:50 – 12:20 **Presentation 4: Superpowered by AI: Detection, Labeling, and the Infrastructure Challenge**

As synthetic media becomes increasingly realistic and harder to detect, it is seeping into everyday life – from entertainment and advertising to politics and personal communication. This presentation will explore how AI is fueling the rise of synthetic media and intensifying the need for reliable detection and labelling systems. It will examine broader calls to label AI-generated content and establish greater transparency in AI. The session will also highlight the growing demand for technical infrastructure and scalable solutions to support these efforts.

Speaker: Ms. Chijioke Okorie, Associate Professor of Law,
University of Pretoria, South Africa

12:20 – 12:30

Moderated Q&A and discussion

12:30 – 15:00

Lunch break

15:00 – 16:20

Panel 4: Through the Crystal Ball: Is IP the Future Way to Go?

Some voices have called for giving IP rights a greater role in regulating synthetic media, including proposals for a new digital replica right. This panel will examine the arguments for and against expanding the IP framework. How might protection via IP be structured? What should it cover, how long should it last, and what characteristics should it have? Crucially, how can protections for voice, image, and likeness be balanced with the fundamental right to free speech?

Moderator: Mr. Paul Jurcys, Co-founder, Prifina, United States, and
Senior Lecturer, VU Teisės Fakultetas, Lithuania

Speakers: Ms. Stina Teilmann-Lock, Associate Professor,
Copenhagen Business School, Denmark

Mr. William Patry, Partner, Of Counsel, Quinn Emanuel,
United States

Mr. Shen Yang, Professor, Tsinghua University, China

Mr. Ben Sheffner, Senior Vice President & Associate
General Counsel, Law & Policy, Motion Picture
Association, United States

Ms. Oyinkansola Fawehinmi, Lead Legal Consultant,
Zaeda Oracle, Nigeria

Mr. Alexander Cuntz, Head of Section, WIPO, Switzerland

16:20 – 16:35

Moderated Q&A and discussion

16:35 – 17:50

Sharing session and open floor discussion

Open floor interventions and discussion: exchange of updates between IP Offices, Member States and private stakeholders.

Ms. Sholpan Abdreyeva, Chairwoman of the Committee on IPR, Ministry of Justice, Kazakhstan

Mr. Kim Hwikyung, Deputy Director / Cultural Trade and Cooperation Division, Ministry of Culture, Sports and Tourism (MCST), Republic of Korea

Mr. Adedayo Adedeji, Managing Partner, Adedayo Adedeji & Co., Nigeria

Ms. Gabrielle Carteris, President, International Federation of Actors (FIA), United States

Mr. Duncan Crabtree-Ireland, National Executive Director and Chief Negotiator, SAG-AFTRA, United States

Mr. Leonardo de Terlizzi, Senior Legal and Policy Advisor, CISAC, France

Mr. Giuseppe Di Bella, Director, Business & Legal Affairs, You Planet, Spain

Mr. Victoriano Darias, Senior Global Legal Policy Advisor, IFPI, United Kingdom

Ms. Anita Huss-Ekerhult, Chief Executive and Secretary General, International Federation of Reproduction Rights Organisations (IFRRO), Belgium

Ms. Sasha Moss, Manager – Content Regulation, Google, United States

Mr. Sebastian Posth, Managing Director, Liccium.com, Netherlands

Mr. Mattias Rättzén, Founder, Midvinter, United Kingdom

Mr. Felipe Romero-Moreno, Associate Professor, University of Hertfordshire, United Kingdom

Ms. Seemantani Sharma, Legal Manager, Asia-Pacific Broadcasting Union, Independent Intellectual Property Researcher, Malaysia

Ms. Brigitte Vézina, Director of Policy and Open Culture, Creative Commons, United States

17:50 – 18:00

Closing remarks

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