

WIPO conversation on IP and AI

Copyright

12. (iii)

I am in agreement of creating a separate sui generis system of protection. So that the rights arising from these are not compared with artistic works created by HUMANS. It should not be afforded the same/equal rights as an artistic work created by HUMANS.

15 (i) Copyright in deep fakes should be treated like copyrights in photography in one sense. The person taking the photograph owns the right but on the other hand the person whose image is being manipulated by the AI technology has to provide written consent on how it will be used.

New Topic

TRADEMARKS

What /How is AI Impacting Trademarks?

- 1) International and Nice Classification of goods and services: Is the current wording sufficient to claim Trademarks for AI technology(goods) and services rendered thereto?
- 2) Trademark infringement /conflicts

As we are dealing with Machines and not Humans....

Conflicts/Infringement - What if 2 separate AI technologies are created for identical products/Services on the same date and use commences on the same date. How do you envisage overcoming the first date of creation or use issue in the US?

- 3) We can institute a global policy but what are the exceptions or nuances on a State membership level based on the governing Trademark law in each country. Will WIPO's policies supersede individual State /governmental bodies.