

## **Public consultation on the impact of artificial intelligence on intellectual property policy**

The Superintendency of Industry and Commerce of Colombia is grateful for this consultation. It would like to take this opportunity to express its interest in actively participating in the development of a public policy geared towards establishing guidelines for the application of artificial intelligence (AI) in the intellectual property (IP) system.

Having reviewed the submitted document, the Colombian Office agrees with it as it comprehensively addresses the different elements that have a direct impact on industrial property rights. In particular, it addresses the difficulties involved from all points of view in the creation of these rights by AI applications, such as their registrability, enforcement and the regulatory policy in general.

Furthermore, bearing in mind that developments in AI will impact all areas of human life, this Office believes that it is important that the document address ethical issues regarding the application of AI in IP rights. This falls within the considerations set out under Issue 13.

Lastly, regarding the open questions, we would invite you to consider the possibility of broadly consulting the IP community to see if it would find it appropriate to establish a general exclusion for rights generated by AI applications and to create an independent regulatory regime for these rights. This regime would regulate these rights comprehensively and take into account their obvious particularities, since issues such as ownership, the level of invention, data protection and new developments in AI present challenges in terms of the application of IP principles.