

Sponsored Events | August 29, 2023

myLawCLE: How Generative AI Implicates Traditional Intellectual Property Categories, Such as Trademark, Copyright, and Trade Secrets

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[Jennifer A. Kenedy](#) | [Jordan Rutledge](#)

[Jennifer Kenedy](#) and [Jordan Rutledge](#) will present “How Generative AI Implicates Traditional Intellectual Property Categories, Such as Trademark, Copyright, and Trade Secrets” during a myLawCLE live webinar broadcast on August 29 at 12pm ET.

Companies of every size are scrambling to find ways to harness generative AI’s power, and AI will undoubtedly prove a boon to many. However, companies need to be mindful about the legal implications of AI’s use. In this one-hour presentation, we will discuss how companies can guard their information from AI scrapers, how to protect IP that is created with the assistance of generative AI and discuss the various copyright issues that generative AI creates.

Key topics to be discussed:

- Generative AI and copyright
 - Fair use, SCOTUS’s Warhol decision and what it means for generative AI
- IP implications for end-users vs creators of generative AI tools
 - Recent generative AI case updates
- How to protect trade secrets utilized as inputs into generative AI or created in outputs from generative AI
- How to protect a company’s site/information from being scraped to train generative AI tools
- How human-created works vs AI-created works will likely be treated differently under IP law
- Other IP rights implicated – Right of Publicity

[Learn more about the myLawCLE webinar.](#)

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