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Sora 2 Copyright Calculations Highlight New Role for Agencies as Risk Whisperers

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Glenn G. Pudelka

Glenn Pudelka, a partner in Troutman Pepper Locke's Intellectual Property Practice Group, was quoted in the October 17, 2025 *Digiday* article, "Sora 2 Copyright Calculations Highlight New Role for Agencies as Risk Whisperers."

Sora 2 initially shipped with an "opt-out" policy for IP rightsholders. If an artist or advertiser didn't want their work to be used in the tool's model, they would need to get in touch. It wasn't a popular move. "Early returns from rightsholders have suggested that they are not opting in," said Glenn Pudelka, a copyright and privacy attorney at Troutman Pepper Locke, told Digiday.

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