Advanced Licensing

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Agenda

- Licensing Issues Posed by Generative AI

- Licensing Issues Raised by NFTs

What is Generative AI?
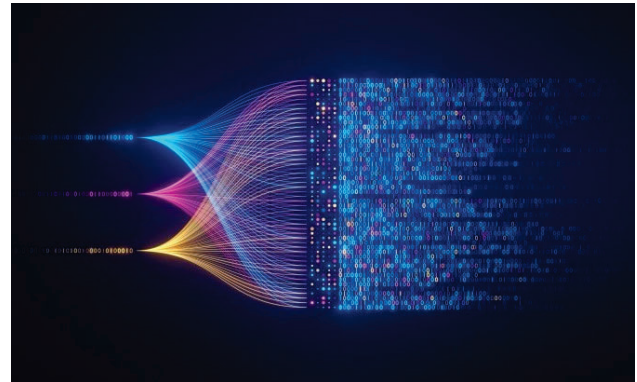*Overview and Market Trends*

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What is <u>Generative</u> AI?

- Generative AI is a specific type of artificial intelligence that focuses on generating new content, ideas, or data based on existing inputs or training data

- Generative AI focuses on creating <u>new</u> content or solutions, whereas other forms of AI are typically concerned with analyzing, predicting, or optimizing <u>existing</u> data or processes

- ChatGPT is an example – "GPT" stands for "Generative Pre-Trained Transformer"

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Generative AI Applications

- Natural language processing (e.g., ChatGPT, Co-Pilot 365)
- Image generation and manipulation (e.g., DeepArt, DALL-E)
- Music and audio generation (e.g., OpenAI's Jukebox, MuseNet)
- Video synthesis and editing (e.g., deepfakes, 3D animations)
- Code generation (e.g., GitHub Copilot)

Generative AI – A True Game Changer

An image of a diverse group of people engaged in recycling activities to convey inclusivity and sustainability that is shot with direct flash with an older digital camera.

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Title search: Advanced Licensing

Also available as part of the eCourse
Advanced Licensing 2023

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