Licensing Update

UT Law CLE

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1

Agenda

- Introduction to Generative AI
- Focus on AI Licensing/IP Issues
  - Training and Ingestion
  - IP Issues Raised by Output
    - Ownership of Output
   - IP Liability for Output
- The AI Ecosystem

2

# Introduction to Generative AI

3

What is Artificial Intelligence?

- **Definition**: The simulation of human intelligence in machines, enabling them to learn, reason, and problem-solve

- **Examples**:
  - "Predictive AI" aims to predict future outcomes based on historical data, such as predicting stock prices or weather forecasts.
  - "Reactive AI" responds to inputs without using internal models or learning from past experiences, like in chess programs.
  - "Analytical AI" tries to mimic human intelligence by understanding and reasoning, like IBM's Watson.

4 | Licensing Update
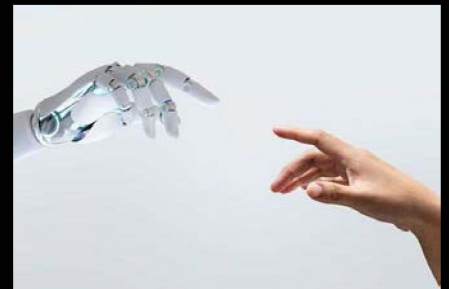
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What is <u>Generative</u> AI?

- 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"
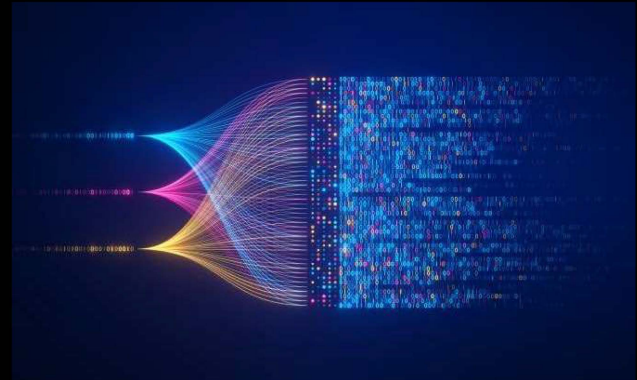
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Applications of Generative AI

- Natural language processing (e.g., ChatGPT, Co-Pilot 365, Google's Bard)
- 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)

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