

## Exploring the Challenges of Intellectual Property Protection in Generative AI

CONNECTION TECHNOLOGY 裝備未來  
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In today's evolving business, the transformative power of generative AI in content creation is undeniable. From text and images to videos and audio, generative AI has revolutionized the way we create contents. However, as this technology continues to advance, it brings with the intellectual property (IP) challenges that require a comprehensive understanding of IP rights in generative AI.

The seminar will provide critical considerations for IP rights in generative AI, addressing the specific challenges faced in safeguarding intellectual property. Participants should be able to gain an understanding of the legal boundaries and implications of using generative AI.

Programme code	10014852 - 12
Date and time	1 August 2024 15:00-17:00
Venue	Zoom Webinars
Medium	Cantonese (with Bilingual English-Chinese Materials)
Course fee	HKD \$330/ HKD \$300 * * Applicable on or before 24 July 2024

### Content

- Key concepts and principles of IP rights relevant to generative AI
- IP rights considerations in Generative AI
- Addressing Copyright and Fair Use in Generative AI
- Challenges in Identifying and Defining AI-Generated Intellectual Property
- Emerging Trends and Future Directions in AI IP Protection

## Trainer's Profile

### Albret SO

Mr. So Man Kit, a practicing lawyer in Hong Kong, is a guest professor and has held positions as a legal department head in international financial institutions and regulatory bodies. He is the Chairman of the Hong Kong Mediation and Arbitration Centre and the Wealth Succession Planning Association. With over 20 years of experience in finance, law, and listing matters in Hong Kong and the United Kingdom, Mr. So focuses on cross-border dispute resolution and wealth succession planning. As early as 2019, Mr. So collaborated with the Hong Kong University of Science and Technology to develop "LegalTech" and "AI Lawyers" to address simple legal consultations. He has also conducted postdoctoral research on legal technology, legal robots, and the application of artificial intelligence at Stanford University and the University of California, USA.

## Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Sunny CHUANG). Please indicate the course name and course code on the back of the cheque and envelope.

