

# Intellectual Property & Artificial Intelligence

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## ABSTRACT

*Artificial intelligence is the simulation process of making machine intelligent by using human intelligence. No one programming language is synonymous with AI, but a few, including Python, R and Java, are popular. In general, AI systems are used to work on collecting large amounts of labeled training data, organizing, analyzing the data for correlations and patterns, and using these patterns to make predictions about future states. These features of AI programming focus on acquiring data and creating rules for how to transform the data into actionable information. For decades, Artificial Intelligence (AI) has been a promising technology. Thousands of day-to-day scenarios can benefit from the capacity to swiftly and efficiently process large volumes of data, detect trends, and analyze the best solution. However, in the era of big data and real-time judgments, where AI may bring solutions to age-old problems, it is poised to mature.*

*The Intellectual Property (IP) industry is another region where AI could have a significant impact to address exceptionally intricate and information organizing challenges. Customarily controlled by paper, manual hunts and protracted dynamic cycles, AI can be sent to improve on everyday errands and convey expanded knowledge from IP information. The capacity to control enormous volumes of information rapidly and proficiently, recognizing designs and rapidly investigating the most ideal arrangement can be applied to a large number of everyday situations. In any case, it is set to grow up in the time of huge information and ongoing choices – where AI can give answers for age old issues and difficulties.*

*With this write up, I would like to throw light on the evolution of*

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*artificial intelligence as well the performance of intellectual properties.*

**Keywords:-** Intellectual Property, AI, IPR

### Overture

The subject “**Intellectual Property & Artificial Intelligence**”, itself is composite of two parallels. A brief understanding about intellectual property is “**the ownership of artistic work by human brain or we can say technical inventions of human intellect or the symbolic identification of any human working or its entity**”. On the contrary “**artificial intelligence**” is the intelligence of machines, digital universe, software or more. Though all invented by human beings but the developed intellect of machines now tends to supersede the intelligence of human beings. We know that even the genius of human beings did not consume 25% of the potential of their human brains. There exist endless prospects with individuals in creativity. Be-it-be the design of machines, tools, implements, creative paintings, story casting, music compositions or cinematography. The human perceptions are unlimited and can carry the scope of endless innovations. Any such innovation is termed as their intellectual property, undoubtedly their rightful assets as well.

Human minds developed automation in machines with software applications etc. to enable them perform independently. Machines are taught with human mind traits, physical actions, even to the extents of human behaviour. The superiors of machines nowadays use their intellect to perform smarter than human beings. Whether this artificial intelligence is “**boon or bane**”, have become a predominant cause of concern.

### Strengths

Computer based intelligence or AI programming centers around three intellectual abilities: Learning, thinking and self-rectification.

Learning measures: - This part of AI programming centers around getting information and making rules for how to transform the information into significant data. The principles, which are called calculations, furnish figuring gadgets with bit by bit guidelines for how to do a particular job.

Thinking measures: - This part of AI programming centers around picking the right calculation to arrive at an ideal result.

Self-remedy measures: - This part of AI writing computer programs is intended to eternally regulate calculations and guarantee they give the most exact outcomes possible.

**Intellectual Property Rights:** Going forward with the subject

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“**intellectual property**” and the fact that human beings are yet to optimize the potential of their brains. Innovations are progressive by nature. Every innovation inspires others to discover new. Every innovation authorizes the innovator and restricts the rest to use the same without consent. This proprietary benefit goes to the innovator and that makes the world progressive. This evolves the challenge to protect the intellectual assets of innovators. The regulators have to accept this challenging task to create the required statutory framework. It has always been seen that intellectual properties are highly prone to infringements, but a lot more has been done so far for the protection of that. With the rise of information technologies, the protection of rights for the intellectual properties, are better understood in the regulated and lawful societies across the world. That has encouraged innovators, patent holders and copyright owners to progress and contribute more towards the development of society.

**Artificial Intelligence:** Machines, software and applications were being developed to ease the life of humans. The automations were taught to machines in order to make them efficient. Human traits, behaviour, responses to actions and proficiency in reactions were also taught to machines for better deliverables. This enabled machines to substitute and replicate with human brain or body functions at large. Humans have succeeded in doing so. Smart phones, GPS, robotics, animations, social platforms, new generation automobile, aviation and revolution in precision industry are a few testimonials of artificial intelligence by machines. Almost all the sectors associated with human life are somewhere getting complimented by artificial intelligence. At a very advanced level, the artificial intelligence fed to robots has replaced human beings in the specialized fields of medical surgeries or space explorations. The artificial intelligence now is no more acting as just a product of human brain but have started acting as super brain genetics.

## Opportunities

**Intellectual Property Rights:** The regime of broadband has opened skies for courageous innovators. The serious concerns of global law makers to protect the intellectual properties and assets of owners have given boost to super brains that keep innovating and reaping dividends as outcomes. Taking examples of music compositions and cinematography, the compositions created by genius composers even sitting at the remotest parts of the world, now feels secured and happen to monetize it for getting used with consent in any diverse culture across the globe. The motion picture developers and content owners license their formats and creations for use across the globe.

This all is applicable in numerous sectors. **Challenges are of course there but opportunities are big.**

**Artificial Intelligence:** All that is laborious and consistent now is being

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driven by the intellect of machines. Ocean is big, there are endless possibilities with machines, tools and allied applications to excel. Efforts are on round the clock to replace human intellect with artificial intellect, whether it is social platforms, aviation, consumer resource, technology, mechanical, automobile, gaming, design, construction and endlessly so on. It is now being perceived that and average human intellect can make error but not the artificial intellect.

### **Threats**

**Intellectual Property Rights:** The foremost concern is infringement. In many countries the legitimate infrastructure does not give protection and relief to the victims of infringement. Even the law makers have enforced punishments but the course is tedious. The grey markets always function parallel. Brands or intellectual property of owners get copied easily. The fake products also have easy and open access to buyers. The absence of the rapid action and flaw full legal infrastructure disappoints the owners. The liberal states in the world are trade heavens for the manufacturers and traders of replica products. As an example, China is one of the biggest manufacturing hubs for copied products in lifestyle, fashion and electronics. Thailand, Nepal, Bangladesh etc. are open markets for trade of such products. That is all because of weak execution of intellectual property rights. The infringement of IPR is very common in case of software, technology rights, content, music, movies or with owners of digital assets. Time is changing fast, the next generation understands the need and value of intellectual property rights protection. The changes in the “societies and prevailing trends” are inevitable.

**Artificial Intelligence:** Though machines have become efficient using caliber of artificial intelligence, it can never substitute human emotions and sensitivities. Human beings are bound to use feelings or emotions while dealing with adverse, whereas machines can never be trained for that. Machines are just adaptive to all what has been fed or by using various permutations and combinations of given inputs. The growing dependence of human beings over applications and intelligence of machines can become detrimental in certain areas. Robots and nuclear weapons created with a destructive intellect, can become the worst ever initiative of mankind. The human intellect is always blended with emotions but not the artificial intelligence of machines.

### **Conclusion**

Undoubtedly the technology is growing at hot pace. Human race is at the best of its times. Innovations are at peak. Every section of society and each aspect of human life is aided by the intelligence of machines. Virtual gaming, virtual reality, articulate intelligence in designs and construction have now started replacing the aura of universe. Avenues are huge for innovators to monetize their intellectual properties. Responsibility now lies with the human beings again to maintain this ecological balance for

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constructive outcomes. That can only contribute to the progressive growth of universe.

Artificial intelligence is presently conveying genuine worth to organizations that need to settle complex issues. Inside IP the board, AI can enable IP experts. Everyday IP errands can be tedious, however AI innovation empowers experts an opportunity to zero in on more essential choices in their portfolio. It will likewise drive further developed exactness while lessening the danger of IP understanding and knowledge continuing on as workers do. For IP experts, the genuine chance notwithstanding comes from the knowledge that AI can give into in any case invulnerable and difficult to reach volumes of information. Artificial intelligence will help IP experts produce business knowledge that can open up new business sectors, precisely esteem an IP portfolio and convey a superior comprehension of what and where the up and coming age of IP venture should come from.

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