

TUESDAY, 6 FEBRUARY 2024

SPECIAL THANKS TO OUR ANNUAL PARTNERS

Premium Plus Partners



Workplace Partner



ORGANISERS

**SOUTH-EAST ASIA
IP SME HELPDESK**



**European
Commission**



**Thai-Swedish
Chamber of Commerce**

SUPPORTERS



**If you have any questions or need assistance with your IP,
please get in touch with the South-East Asia IP SME Helpdesk**



Please visit their website at

https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/south-east-asia-ip-sme-helpdesk_en









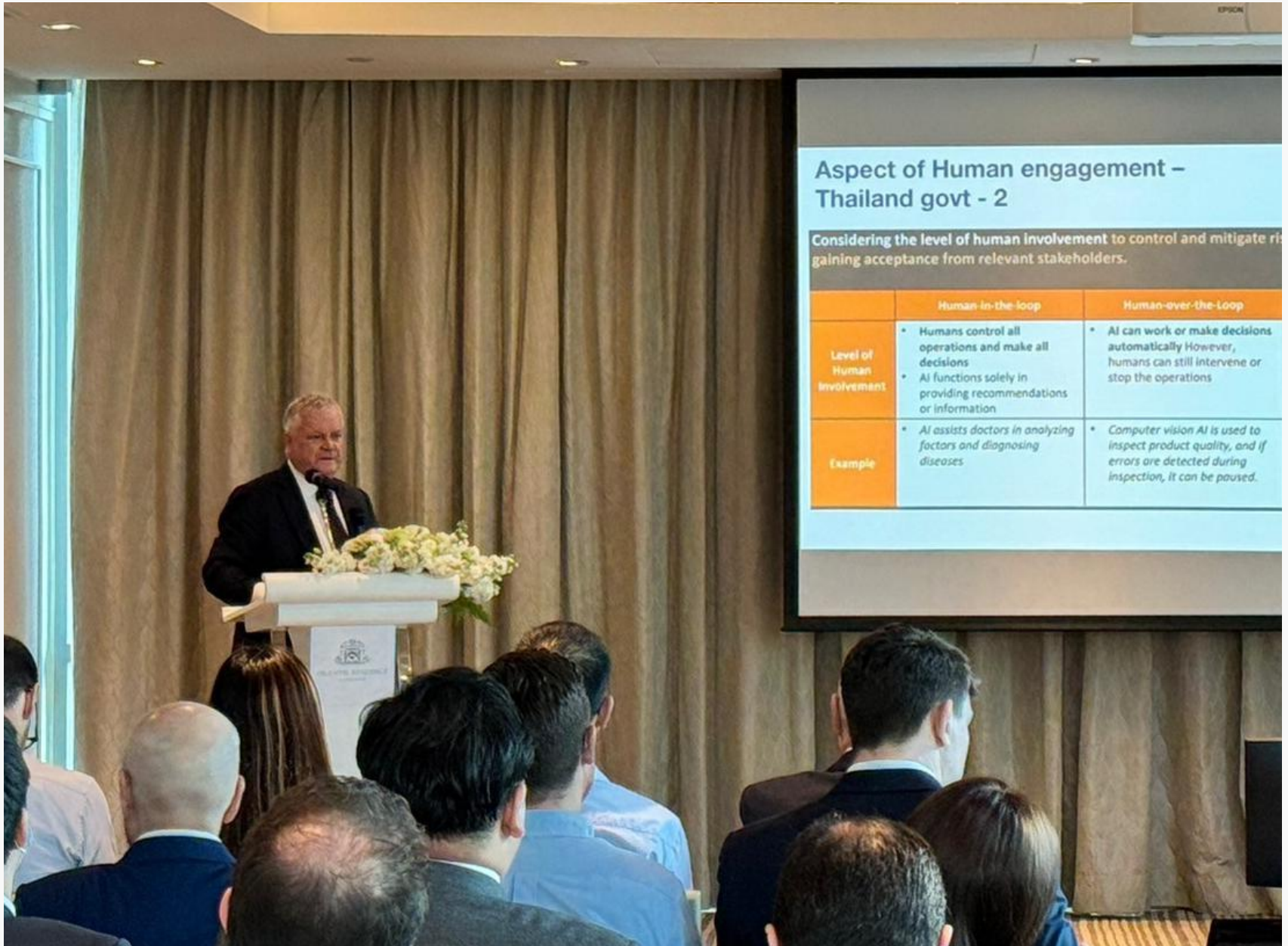
Many Trusted AI / Ethical AI standards or Guides

Governments
Think Tanks
Global policy-setting organisations
NGOs / Industry organisations
Listed companies

Four examples:
• Thailand's AI Governance dirg
• Singapore's proposed code for Gen AI
• One industry organization's approach
• One firm's approach

AI / IPS 6 Feb





Aspect of Human engagement – Thailand govt - 2

Considering the level of human involvement to control and mitigate risk, while gaining acceptance from relevant stakeholders.

	Human-in-the-loop	Human-over-the-Loop
Level of Human Involvement	- Humans control all operations and make all decisions - AI functions solely in providing recommendations or information	AI can work or make decisions automatically. However, humans can still intervene or stop the operations
Example	AI assists doctors in analyzing factors and diagnosing diseases	Computer vision AI is used to inspect product quality, and if errors are detected during inspection, it can be paused.



AI Governance and Policies – the world is engaged



Example – one company

Building Confidence and Trust
in AI Systems

Sound Data Innovation Policy

Cybersecurity and Privacy
Protection

Research and Development

Workforce Development

Additional Precautions

Avoid bias

Peer review, involve
many

Peer pressure by early
adopters

Disclosure

Regulatory Dilemma

A hard law to penalize / proscribed
bad conduct eg by prohibiting
certain systems; a Guideline
otherwise

Or a Guideline – and promotion of
ethical / trustworthy AI
Development

Promote tech for good

Principles-led / Expert-led

What about existing laws?

Harms include: Discrimination and false news/ deep fakes / Bias and discrimination / Copyright abuse / Privacy*

* Source – Access Partnership AI Policy Lab about global AI regulation, August 2023

How does Generative AI work?

GenAI models generate **new output** when given a prompt

New output can come in the form of images, music, text, or other media, based on patterns and examples learned from existing data



Step 1 **Step 2** **Step 3**



Training data is collected and centralized as input

Complex correlations are made between data-points using Transformer type deep learning models

New element is generated based on a distinct user prompt

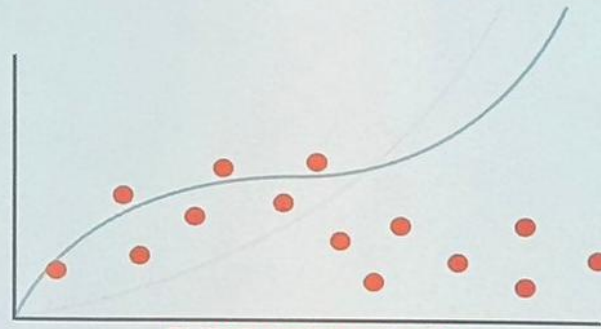
Midjourney was used to generate the image. Training machines.





EPSON

Machine Learning models are
able to capture patterns and
shapes that linear models can't.



CUBIC REGRESSION

Proprietary and Confidential - Thinking Machines.



IP right holders

- Training opt out
- Documentation of GenAI use in content creation useful in case of litigation or invalidity proceedings
- Compliance with updated Copyright Office registration requirements
- AI policy in place to protect trade secrets

Businesses / GenAI Users

- GenAI use policies
- Personnel training
- Enterprise agreements
- Licensed training tools
- Pay attention to terms of use
- Filter / training opt out use
- Restricted use cases
- Ethical/trustworthy AI

GenAI

- Terms of
- Licensed
- Opt out
- Restricti
- Exclusion
- capability
- Metadata
- Ethical/t

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AI and trademark protection

- Trademark law could have different implications for GenAI:
 - Trademark Clearance;
 - Automated Trademark Monitoring;
 - Counterfeit detection;
 - Trademark infringement;
 - Brand Dilution and Confusion;
 - Liability and Attribution;
 - Fair Use and Parody.
- The implications of trademark law concern not only GenAI but also other digital elements, as demonstrated by the **MetaBirkin** case in which, on 8 February 2023, a New York court ordered the artist Mason Rothschild to pay \$133,000 in damages to Hermès for infringement of a trademark of Hermès reproduced in **NFT form**.

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THEME 1 FOR PANEL

ENGAGEMENT IN AI DEVELOPMENT -
ARE WE EQUIPPED?





Aspect of Human engagement – Thailand govt - 2



Considering the level of human involvement to control and mitigate risks, subsequently gaining acceptance from relevant stakeholders.

	Human-in-the-loop	Human-over-the-loop	Human-out-of-the-loop
Level of Human involvement	- Humans control all operations and make all decisions. - AI functions solely in providing recommendations or information	AI can work or make decisions automatically. However, humans can still intervene or stop the operations	AI can work or make decisions automatically. However, humans <u>cannot</u> intervene or stop the operations
Example	AI assists doctors in analyzing factors and diagnosing diseases	Computer vision AI is used to inspect product quality, and if errors are detected during inspection, it can be paused.	Chatbot AI or the use of AI in recommending products based on customer behavior

Source: ETDA



THEME 1 FOR PANEL

**ENGAGEMENT IN AI DEVELOPMENT –
ARE WE EQUIPPED?**





Panel Discussion

Anonymous 3 votes
I have a painting which I created with some digital tools - we use it in our brand image. But someone has copied an image, modified and broadcast it. What to do?

Anonymous 1 vote
What might be the implications of the NYT vs OpenAI case?

Anonymous 0 votes
How much does an ordinary business person need to know about AI and how to catch up and add knowledge over time?

Anonymous 0 votes
Any tips for a generative AI, where you can ensure the confidentiality of the input?

Anonymous 0 votes
What is transparency in the AI's process and source materials in

Anonymous 2 votes
Who owns the IP rights associated with the output of the AI tool?

Anonymous 1 vote
What are some characteristics of AI hallucinations? How can we detect it?

Anonymous 0 votes
could you talk about chat-gpt enterprise please?

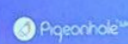
Sallikom 0 votes
What are the impacts of the EU AI Act in its potential impact on copyright law, especially in relation to the disclosure obligations in AI development?

Anonymous 0 votes
Would you recommend any company to create any works that they want to have protected together with AI?



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SWECHAM

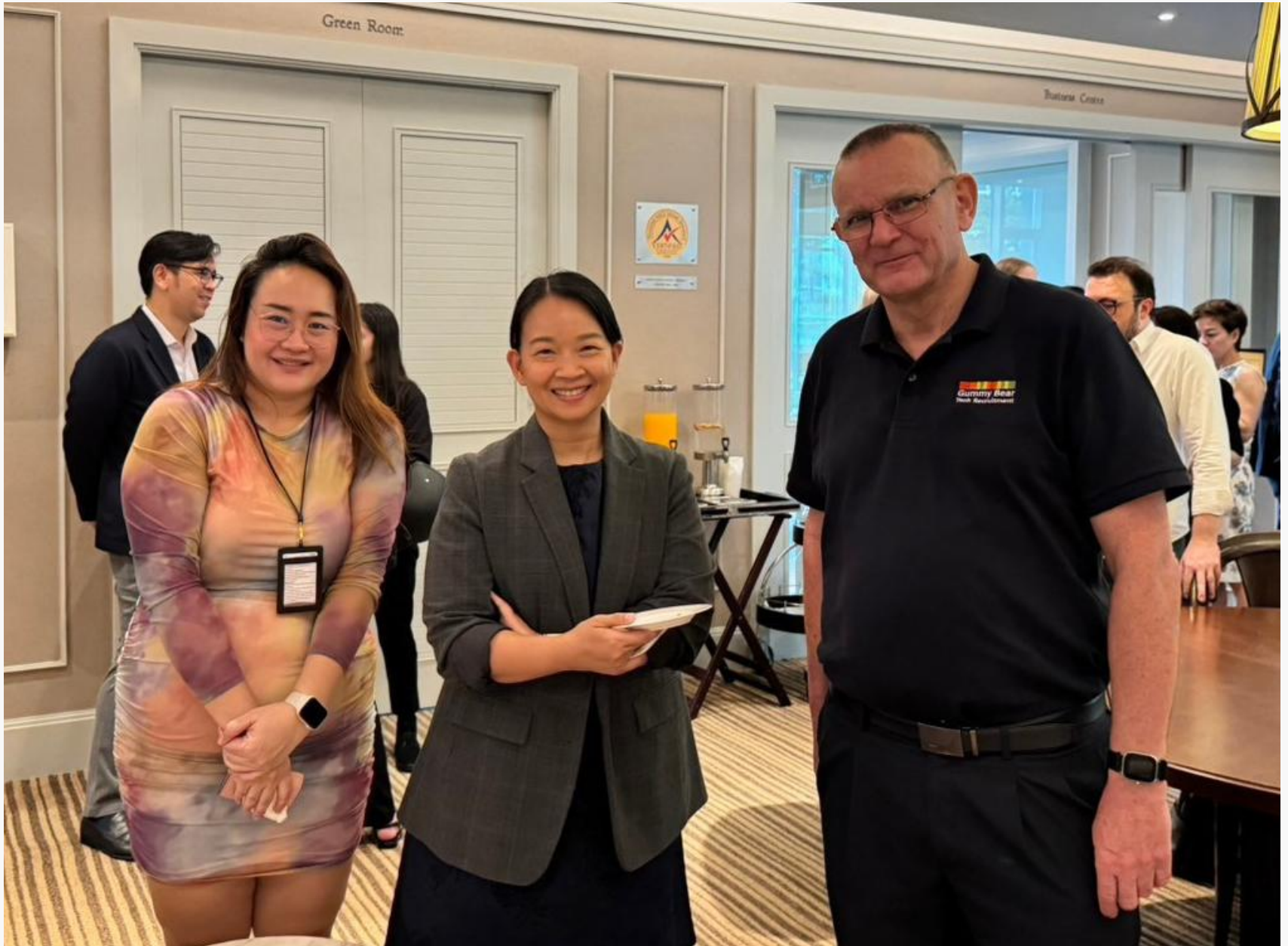


















If you have any queries, please feel free to contact us at
contact@swecham.com

