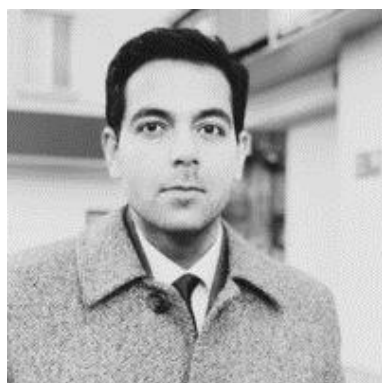


Contemplating Intellectual Property Rights in the AI Future

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Abstract

Hailed as the ‘last invention’ of humanity, AI essentially involves shifting away of decision making and its implementation from human intelligence to non-human intelligence, the latter being devoid of what Daniel Kahneman refers to as ‘noise’. Characterized by exponential economic growth, hyper-personalized production and increased productivity and output, the AI future will entail a complete overhaul of the existing economic system. It will have substantial implications on competition environment in which markets work. Fundamentals of creativity and innovation will not be immune to disruptions, either. Both the degree of human control and the merging of human and artificial intelligence are important considerations in this discussion. Given the projection, the very notion of ‘intellectual property’ and its protection will assume completely different dimensions of varied significance.