

Bloom in CNBC on OpenAI's Copyright Gamble

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PRACTICES Copyright, Intellectual Property Litigation

OpenAI's new app, Sora, has been generating videos featuring intellectual property-protected brands and characters, like SpongeBob and Pikachu. Haynes Boone Copyright Partner [Jason Bloom](#) discussed the IP issues arising from the app's activity in a recent CNBC article.

Read an excerpt below.

OpenAI reportedly gave some talent agencies and studios the option to opt-out of Sora and exclude their copyrighted material ahead of the app's launch, according to the Wall Street Journal.

That kind of arrangement would be unusual, according to Jason Bloom, partner and chair of the intellectual property litigation practice group at the law firm Haynes Boone. Typically, third parties have to get explicit permission to use someone's work under copyright law.

"You can't just post a notice to the public saying we're going to use everybody's works, unless you tell us not to," he said. "That's not how copyright works."

[Read the full CNBC article here.](#)