

Dina Blikshteyn in Managing IP: 'Why US AI Bill Could Boost Firms' Litigation Practices'

August 13, 2024 Dina Blikshteyn

PRACTICES AI and Deep Learning, Intellectual Property Litigation, Intellectual Property

Haynes Boone Partner [Dina Blikshteyn](#) spoke to *Managing IP* about a bill that was designed to protect people against replicas of their voices and likenesses being used by artificial intelligence. Read an excerpt below:

Dina Blikshteyn, co-chair of the AI and deep learning practice group at Haynes Boone in New York, says this bill will provide another avenue for litigation if it goes into effect.

"Litigation practices, including the right of publicity and privacy practices, would get bigger," she predicts. ...

Blikshteyn notes that the act would apply to individuals who have their likeness ripped off, companies that produce generative AI products, as well as those who use such products.

"If passed, this act would apply to all of these entities, and law firms would be counselling everyone in that space," she says. "It would change the dynamic of what companies can and cannot do when using generative AI." ...

Blikshteyn at Haynes Boone says the impact will be clearer if and when the bill becomes law.

"I think there's an understanding that there is a need for legislation. It's just going to take time for it to go through Congress and to get legislation that attorneys and law firms can apply," she says.

Read the full article from *Managing IP* [here](#).