

Lawlor in Lexology: Who Owns a Voice? Navigating the Global Risks of AI Cloning

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A Tokyo ruling has sharpened the debate over who controls an AI-generated voice. As courts and lawmakers weigh in, in-house teams must address publicity rights, data protection, transparency and contracts. Haynes Boone Partner [Joe Lawlor](#) spoke with *Lexology* to discuss about the scope of AI cloning in the United States.

Read an excerpt from the article below.

The US has no generally applicable federal voice-replica right, so state publicity laws and targeted legislation form the foundation of the current framework. However, New York and California have enacted laws to protect consumers from the misleading use of “synthetic” performers. Joe Lawlor, partner at Haynes Boone, explains:

"These laws generally require brands who use human-like, often AI-generated, digital replicas or voice clones in advertising to disclose the fact that they are digitally created. Brands are required to include language in their advertising, such as 'this performance features a synthetic performer' or 'no human performer is depicted,' to inform consumers that they are viewing and hearing AI-generated content."

...

"Brands seeking to use AI voice clones must ensure they have proper authorisation from the actual performer, or their estate, that they seek to replicate and comply with relevant state disclosure requirements."

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