

HESS PATENT LAW FIRM

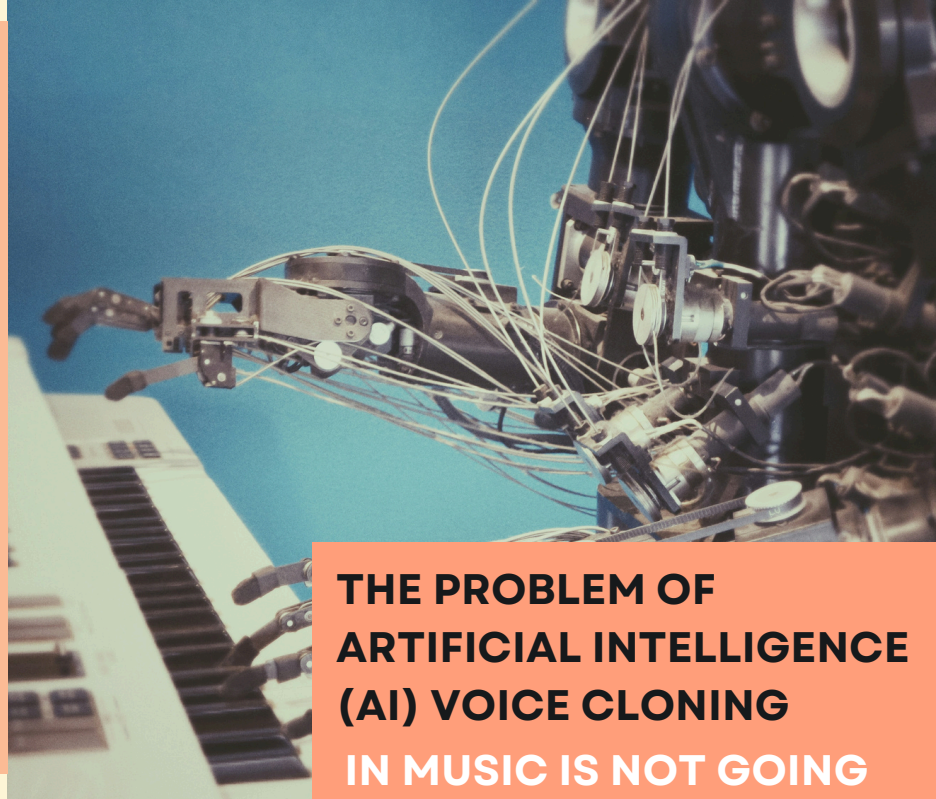
MONTHLY NEWSLETTER

In this newsletter you will find:

How is intellectual property law responding to Artificial Intelligence (AI) Voice Clones?

The right of publicity is present in only about 50% of U.S. states to protect against the unauthorized use of a person's name or likeness, or other personal identifiers. Most states recognize the common law tort of misappropriation, but that may not be enough protection.

The rise of artificial intelligence voice clones makes legislating protections at the federal level over an individual's voice desirable to ensure nationwide protection.



THE PROBLEM OF ARTIFICIAL INTELLIGENCE (AI) VOICE CLONING IN MUSIC IS NOT GOING TO GO AWAY BY ITSELF

voice cloning

the **process of creating a synthetic replica of a person's voice** using artificial intelligence and machine learning techniques



Recently, there has been a **rise in voice clones** circulating online, in which an AI machine will create songs imitating popular singers' voices. **Voice clones can be misleading because they can confuse people into thinking a particular singer is actually singing a song.** A voice clone allows the owners of AI machines to profit off of a popular singer's voice

WHAT IS BEING DONE

ON THE FEDERAL AND STATE LEVEL?

FEDERAL LEVEL

NO FAKES ACT

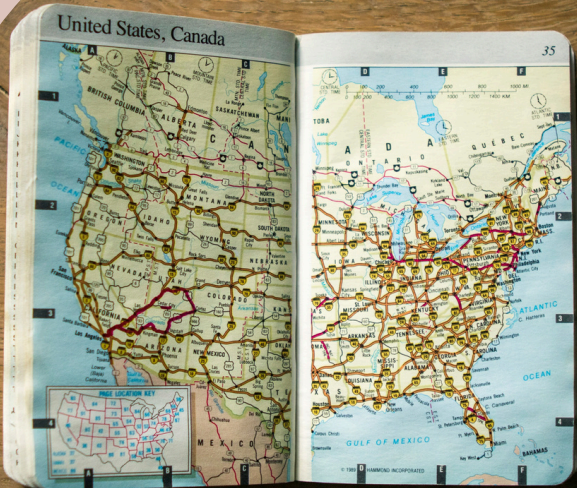
At the moment, the U.S. Senate is currently drafting a Nurture Originals, Foster Art, and Keep Entertainment Safe (No FAKES) Act, which aims to “address the non-consensual digital replications in...audiovisual works or sound recordings” by holding entities liable for creating unauthorized voice clones



STATE LEVEL

TENNESSEE

Tennessee is at the forefront of creating additional protections for an individual's voice, as seen with the recent 2024 ELVIS Act, the first of its kind in the nation.



TENNESSEE'S 2024 ELVIS ACT

Tennessee's Personal Rights PROTECTION ACT OF 1984

stated that

Every person has property
rights in...

A person's name

A person's photograph

A person's likeness



**Before July 1,
2024, Tennessee's
law on the right of
publicity centered
on a 1984
Personal Rights
Protection Act**

Starting July 1, 2024, the ELVIS (Ensuring Likeness Voice and Image Security) Act, which amends the 1984 Personal Rights Protection Act, came into effect, granting protections for the first time over one's voice.

The Elvis Act may be a trend-setter in the U.S., paving the way for other states to grant right of publicity protection over a person's voice

THE 2024 ELVIS ACT

states that

Tennessee residents have a
property right not only in their
name, image, and likeness, but...

also their voice

