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ARTIFICIAL INTELLIGENCE, INTELLECTUAL PROPERTY, AND EMERGING LEGAL CHALLENGES

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Abstract: The conventional framework of intellectual property rights (IPRs) has become more complicated due to the quick development of artificial intelligence (AI). Globally, artificial intelligence (AI) is radically changing how intellectual property (IP) is created, managed, and enforced. The legal and ethical issues concerning authorship, ownership, uniqueness, responsibility, and enforceability are becoming more crucial as AI becomes a potent catalyst for producing creative works and speeding up inventive processes. With an emphasis on copyright, patent law, policy changes, comparative perspectives, litigation patterns, and forward-looking legal frameworks, this article examines the new legal issues as well as the changing landscape of artificial intelligence (AI) and intellectual property rights (IPR). In order to accurately analyse the major obstacles and prospects in this field, this research makes use of recent landmark cases, legislative developments, and patent filing trends. Analysis of the legal protections that are available is necessary when Artificial Intelligence (AI) intersects with copyright and trademark law. Artificial intelligence's (AI) quick development has essentially changed the digital world, creating new opportunities and difficulties for intellectual property (IP) protection. This essay examines how AI technologies both interfere with and support the protection of trademark and copyright in the digital sphere.

The article also looks into new developments in AI and intellectual property, such as authorship, inventorship, and liability. Lastly, we offer suggestions for modifying IP laws to balance innovation and take into account the special features of AI technologies. incentives and factors related to the public

interest.

Keywords: -Intellectual property rights, Intellectual property (IP), AI assisted inventions, Copyright Law and AI.