



IP ITeaser 079:

Copyright *cada cara*

OK, that's a bit of a stretch – in translation it means “copyright each face” – but it is deliberate. This is a live issue with some actors and actresses seeking to register the copyright of their faces with the US Copyright Office. Further, the strikes by the Screen Actors Guild and the Writers Guild of America have both ended after protesting about the use of AI in the use of films for the productions of scripts and avatars. The registration of one's face as a copyright work is an attempt to pre-empt the unauthorised future use of an actor's image coupled with computer generated imagery to create avatars that could replace the original actor. Such developments are not hypothetical, as CGI has already been used both to de-age and to age actors and actresses so that a film can cover a wider time frame or to rejuvenate an otherwise aging actor (mainly, as opposed to actress!). The SAG and WGA actions were in response to the concern that AI, and in particular programs like ChatGPT, could write scripts based upon past examples, and so make the future employment of screen writers redundant. All of these concerns are being countered by reliance upon copyright, artistic or literary, but are they well-founded? Copyright is supposed to protect works that reflect the author's intellectual input, but what role has a person in the look of their face – their cosmetic surgeon might have a greater claim to authorship!? Similarly, merely writing in the style of someone else to produce a new work is far more difficult to prevent than the copying of a substantial part of a previous work – difficult, but not impossible. In the end, the question reduces to authenticity – could ChatGPT have produced such a crazy headline that violates the normal tenants of syntax, but which reveals an imperfect, but original and creative, human source?