

Kirk Sigmon Quoted in InformationWeek on the Intellectual Property Risks of Generative AI

Banner Witcoff's Kirk Sigmon was recently featured in InformationWeek's article, *The Intellectual Property Risks of GenAI*, offering industry insights on the legal complexities surrounding intellectual property (IP) in generative AI.

Kirk discussed the need for companies to establish policies that carefully balance the usefulness of AI tools and the liability risks they pose. He says, "Such tools compose both the risk of copyright infringement if, for example, they generate infringing content and a risk of confidential information loss such as if the employee discloses confidential information the AI and that information is stored, used for future training, or the like," says Sigmon. "In turn, this means that if a company decides to use an AI tool, it should understand that tool deeply: how it operates, what data set were used to train it, who assumes liability if copyright infringement occurs and/or if sensitive data is exfiltrated, and [more]."

To read the full article, visit InformationWeek [here](#).

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