

Decoding the Art and Artificial Intelligence Legal Frontier with Avid Learning's Symposium for Creative Professionals

“The secret of change is to focus all of your energy not on fighting the old, but building on the new.”

– Greek Philosopher, Socrates

While generative artificial intelligence (AI) holds promise for enhancing creativity and productivity, concerns loom large over issues like data privacy, copyright infringement, and accuracy. The evolving landscape of AI technology has outpaced the development of robust regulatory frameworks, leaving policymakers grappling with effective governance strategies. Legal challenges surrounding data privacy, intellectual property rights, and liability for AI-generated errors further compound the complexity.

For instance, Codex, an AI model developed by OpenAI, has undergone extensive training on codes sourced from 54 million GitHub repositories. Despite its potential, there are issues regarding direct copying from the training data. Similarly, DALL-E, another AI model, has been trained on a vast dataset of approximately 650 million image-text pairs gathered from the internet. The non-disclosure of the dataset raises red flags about potential copyright infringements.

Avid Labs and **Maker's Legal** present **Artificial Intelligence and The Law: A Symposium for Creative Professionals**, a full-day forum tailored for creative minds and small businesses in the fields of writing, films, music, design, and visual arts. This symposium marks the launch of Avid Labs, a new innovative vertical of Avid Learning. *Founder, Maker's Legal Pankhuri Upadhyay's* will attempt to address the evolving effects of technological advancements on artists and their practices focussing on the critical issues lawmakers need to consider for healthy legislation for the arts.

This insightful session will be followed by an engaging panel discussion with industry leaders and artists including *Actor, Writer, Director, Founder, Kommune and Birth Mother, Spokenfest Roshan Abbas, Founder, Rebellion Management, Co-Founder OML/NH7 Weekender, Co-Founder Weirdass Comedy & Lawyer Girish 'Bobby' Talwar, Filmmakers and Co-creators, OK Computer Neil Pagedar and Pooja Shetty*, and *Founder, Writer's Side Kanishka Gupta*, and moderated by Pankhuri.

The symposium will provide the attendees with insights into emerging international and Indian regulations governing AI, with a deep dive into the EU's AI Act and ethical guidelines. They will master the basics of intellectual property (IP), including copyright concepts related to AI inputs (data sets) and outputs (inventions & generated works). Additionally, the symposium will offer a close look at ongoing global legal disputes related to IP infringement by generative AI platforms and an analysis of critical clauses from the Terms of Use of popular AI platforms like Midjourney, ChatGPT, and Stability Diffusion. Participants will also gain an understanding of unresolved issues with AI technology, including potential bias, discrimination, and security concerns, as well as accountability and liability in cases of AI-related wrongs. Furthermore, the experts will cover best practices for navigating the legal and ethical considerations of using AI and safe AI implementation.

Since 2023, Avid Learning has explored the transformative intersection of AI and the arts, decoding its influence on visual arts, literature, design, written word, and cinema. This installment is the latest chapter in the **tech-oriented innovative programming** of understanding the changing artistic expression through the

lens of artificial intelligence.

Join us as we navigate the legal complexities and embrace the transformative potential of AI.

When: Saturday, 13th July 2024

10:00 am - 10:30 am – Registrations | 10:30 am - 3:30 PM – Symposium

Where: Essar House, Mahalaxmi, Mumbai

Fee: Rs. 2000 + GST (Includes Lunch and Refreshments)

Tickets: www.insider.in

Press Email: Ayesha Dadachanji (ayeshah.avid@gmail.com)

About Speakers:

Pankhuri Upadhyay has over a decade of experience in corporate law, having worked at leading law firms in India. She is now the founder of Maker's Legal, a full-service law firm with a strong focus on intellectual property, media, and entertainment laws. One of the primary objectives of the firm, since its inception, has been proactive engagement with the creative community and quantitative research to help better the legal infrastructure for creators in India. This includes anticipating and preparing for legal challenges that innovations in media and technology bring about. Given the rapidly evolving nature of these systems, there is an urgent need for active discourse, problem-solving and equally innovative strategies around concepts of intellectual property along with the legal infrastructure that supports the execution of new media. Maker's Legal strives to work at this intersection of 'future' law, research, education, multimedia, and technology and the facilitation of intermediary processes.

Girish 'Bobby' Talwar is someone with a diverse background in the entertainment, entrepreneurship, business and legal industries. As a founding member and bass player for the band Zero, they released two albums and performed over 300 shows across India.

Finishing his law from GLC Mumbai, he specialised in IP laws and worked at Juris Corp and Nishith Desai Associates.

At 23, Bobby Co-founded OML Entertainment, managing over 30 prominent Indian artists including Raghu Dixit, Rabbi, Nucleya, Swarathma, Vishal & Shekhar, etc. Under OML he promoted many international concerts with stars like David Guetta, The Prodigy, Enrique Iglesias, Lady Gaga and Norah Jones. He created NH7 Weekender, one of India's premier music festivals, and various music IPs and events for multiple brands including Bacardi and Red Bull. He successfully exited OML with a Series B investment from Chernin Media Pvt Ltd.

As Vice President at Bookmyshow.com, Bobby led live events and launched the digital radio product Jukebox. He then Co-founded Weirass Comedy with Vir Das, securing Series A investment and producing shows for Amazon Originals, Audible, and Netflix, earning an International Emmy nomination.

Currently, Bobby is at the helm of Rebellion Management and Entertainment Pvt Ltd, a talent management/solutions and brand consultancy company. In its first year, Rebellion launched over 100 content partnerships, from music videos to influencer marketing campaigns, connecting artists with core fans and aligning brands with talent and their target audiences.

One of India's finest orators and storytellers, **Roshan Abbas** is an actor; TV & radio host; producer; event manager; creative director; film & theatre director; lyricist; CEO; angel investor; serial entrepreneur; author; and public speaking coach. Roshan founded and led Encompass (now Geometry Encompass) as Managing Director into becoming amongst India's largest, most awarded experiential marketing agency. He was also an initial investor in and continues to be a mentor-partner at The Glitch. Both ventures have been acquired by WPP. Roshan has won seven national-level awards for TV and radio. In 2015, he co-founded Kommune – a performing arts collective for storytellers. He also helped conceptualise the Spoken festival, bringing together performers from across the world for storytelling, poetry, spoken word, and song. Roshan continues to inspire by sharing his life lessons on communication and storytelling with entrepreneurs, corporates, artists, and anyone looking to discover a unique voice!

Pooja Shetty is an Indian Filmmaker, Producer, and Architect.

She has produced work that has been showcased at the Toronto International Film Festival, IFFR, IDFA, Cannes Lion, Sundance, NZIFF and many others. Her directorial debut, **OK Computer (2021)**, was part of the **Bright Futures** section at the **International Film Festival of Rotterdam**, where she has subsequently participated in panel discussions, workshops and publications. The series is screening on **Disney+ Hotstar** in India, Canada, and the UK and **Hulu** in the United States.

She was one of the creative producers behind the documentary film **An Insignificant Man (2016)**, and a producer on the board game **Shasn (2020)**. She was also the production designer of **Ship of Theseus (2012)**, **Path of Zarathustra (2015)**, and **Tumbbad (2018)**. Her previous work as an architect includes designing houses, a microbrewery, and a sports academy. She has also worked with the **United Nations-Habitat, Jordan** on a low-cost housing project for the displaced in Iraq.

She is the founder and director at **Stotomata Studios**, a studio that resides at the intersection of art, science and philosophy, that strives to provide meaningful discourse in an increasingly disrupted world. She was formerly one of the co-founders and the director at **Memesys Culture Lab** and a producer at India's first virtual reality magazine, **ElseVR**.

She has been working in advertising for more than a decade in various capacities. She has worked in commercials produced by **Offroad Films**, **Early Man Films**, **Memesys Lab**, **Catnip Culture** to name a few. Pooja's multi-disciplinary approach and knack for high-concept thinking helps her dabble in writing, filmmaking, design and technology.

Neil Pagedar is a writer, filmmaker, and producer.

Neil has formerly worked with the **Films Division of India** as a producer and associate director on feature-length documentaries. In 2018, he worked as a casting associate and 2nd unit director on the critically acclaimed period-horror film **Tumbbad**. In 2016, he was the creative producer behind the political documentary film **An Insignificant Man** and a producer on the board game **Shasn (2020)**.

He is a founder at **Stotomata Studios**, a studio that resides at the intersection of art, science and philosophy, that strives to provide meaningful discourse in an increasingly disrupted world. He was formerly one of the co-founders at **Memesys Culture Lab**, a new media studio and a producer at India's first virtual reality magazine, **ElseVR**. Work that he has produced has been showcased at **TIFF**, **IFFR**, **Cannes Lion**,

Sundance, to name a few. The series **OK Computer** (2021) is his directorial debut. Directed, created and produced together with Pooja Shetty, *Ok Computer* is India's first sci-fi comedy series. *OK Computer* was the first series to be screened at the **Bright Future's** section at the **International Film Festival of Rotterdam** 2021 and at the **New Zealand International Film Festival** 2021. Currently the series is screening on Disney+ Hotstar in India, Canada, and the UK and on Hulu in the United States.

Deeply interested in history, culture, and music, Neil is adept at drawing narratives out of complex ideas of science and technology. Neil's work translates the most confounding questions around the origin and future of our species into accessible, insightful stories that we can engage with today.

Kanishka Gupta is a literary agent, writer and publishing commentator best known for his widely acclaimed series for Scroll.in called 'Publishing and the Pandemic'. He is the founder of *Writer's Side*, the largest literary agency and consultancy in South Asia. Gupta has been credited for single-handedly popularising literary representation in the subcontinent. He represents a range of highly accomplished debut authors as well as award-winning authors of fiction, non-fiction and poetry, including the 2022 International Booker Prize winner Daisy Rockwell. Some of his other prominent writers include the Booker-shortlisted Avni Doshi, the Windham- Campbell prize-winning novelist and poet Jerry Pinto, multi-award-winning novelist Anees Salim, Tamil writer B. Jeyamohan, Lindsay Pereira, Ranjit Hoskote, and Rijula Das among others. He has also worked closely with the 2022 Man Booker Prize-winning author Shehan Karunatilaka and represents his next two books in South Asia. His first novel was longlisted for the Asian Booker Prize in 2009 and was published in 2010.