



C. 9284

The International Bureau of the World Intellectual Property Organization (WIPO) presents its compliments and has the honor to invite representatives of its Members and Observers to attend the twelfth session of the *WIPO Conversation on Intellectual Property (IP) and Frontier Technologies*, which will be held on October 28 and 29, 2025.

**The twelfth session of the WIPO Conversation: AI and IP: Intellectual Property and Synthetic Media**

The generation of synthetic media (such as images, video and audio, either as deepfakes or for legitimate purposes) is not new. However, fueled by the fast-expanding availability of digital input, such as social media posts, pictures and videos, and technologies such as generative AI, such synthetic media has become increasingly realistic, accessible and widespread.

Synthetic media presents both significant challenges and exciting opportunities. On one hand, it can raise serious concerns about misinformation, manipulation and identity theft. On the other hand, it can enable powerful applications in film, accessibility, and virtual communication, allowing creators to generate lifelike avatars, restore voices, or preserve historical figures in interactive ways.

As such, there is increasing awareness of the need to mitigate the risks and maximize the opportunities. At the heart of this are legal prohibitions and rights, including IP rights. However, the frameworks for protecting a person's voice, image and style and protect against unauthorized replication vary across jurisdictions. In response, some voices have called for a greater role for IP in regulating synthetic media.

The twelfth session of the WIPO Conversation will serve as a global platform for diverse stakeholders to gain a deeper understanding of synthetic media and examine the existing framework of legal and intellectual property rights, as well as relevant legal restrictions. The session will offer insights into the practical challenges surrounding contractual agreements and disputes related to voice, image, and likeness rights, highlight how different jurisdictions are addressing these issues, and explore potential future approaches.

This session is a natural follow-up to previous sessions of the WIPO Conversation and in particular:

- the ninth session on IP and training data, looking at AI inputs and the impact of training data on the IP landscape,
- the tenth session on AI outputs, exploring whether AI-generated content should be eligible for copyright protection, and

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- the eleventh session on AI and Copyright Infrastructure, discussing labelling AI-generated content and technical infrastructure and scalable AI solutions.

The agenda will include a sharing session aimed to exchange on current practices and proposals between Member States and IP Offices in the area of IP and synthetic media. Additional time will be available for open floor interventions.

The twelfth session will be held **from 10:00 to 18:00 CET** over two days in a hybrid format, at WIPO Headquarters in Geneva, complemented by Zoom and live webcasting. The webcast will also be recorded and available for later viewing.

The session will be open to the public and bring together the widest possible set of stakeholders in an open and inclusive process to raise awareness and share knowledge and views. Simultaneous interpretation will be provided in Arabic, Chinese, English, French, Russian and Spanish.

It would be appreciated if the name(s), title(s) and e-mail address(es) of the representative(s) who will attend the meeting could be communicated to the International Bureau of WIPO by **October 10, 2025**. In order to register to attend the WIPO Headquarters for the meeting, please use the online form at:

[https://intranet.wipo.int/meetings/en/registration/form.jsp?organization=WIPO&registration\\_id=627](https://intranet.wipo.int/meetings/en/registration/form.jsp?organization=WIPO&registration_id=627)

The secure code for the onsite registration: **KJ45NS07**.

In order to register to participate online *via* Zoom, please use the online form at:

[https://wipo-int.zoom.us/webinar/register/WN\\_nQH4qXabSxW-RbxNDKaWTQ](https://wipo-int.zoom.us/webinar/register/WN_nQH4qXabSxW-RbxNDKaWTQ)

### **Participating in the sharing session, presentations and interventions**

The International Bureau would like to invite you to indicate in writing to [frontier.tech@wipo.int](mailto:frontier.tech@wipo.int) by **October 10, 2025**, any wish to participate in the sharing session, make an intervention or presentation. Details and further information will be provided in due course.

As WIPO is committed to promoting gender equality, it would be appreciated if parity could be taken into account when nominating the representatives.

The International Bureau will publish the provisional agenda on the WIPO webpage in due course. Meanwhile, to receive regular updates about the meeting and other WIPO activities in the field of IP and frontier technologies, you are invited to subscribe to our newsletter at:

<https://wipo.us8.list-manage.com/subscribe?u=ebfb4bd1ae698020adc01a4ce&id=2b70fedeed>

### **Updates to the Index of AI and IP Strategy Clearing House**

Furthermore, the International Bureau will continue to update the AI and IP Strategy Clearing House, which is published on the WIPO AI and IP webpage at [https://www.wipo.int/about-ip/en/frontier\\_technologies/ai\\_and\\_ip.html](https://www.wipo.int/about-ip/en/frontier_technologies/ai_and_ip.html). The AI and IP Strategy Clearing House currently contains information from 78 Member States and summarizes the available information regarding national and regional strategies, frameworks and legislation of relevance to IP and AI and is intended to facilitate information sharing.

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Please inform the International Bureau of any updates or new or additional measures of particular relevance to IP and examination guidelines and procedures for AI or other frontier technologies and send your replies by e-mail to [frontier.tech@wipo.int](mailto:frontier.tech@wipo.int) by **October 10, 2025**.

Any queries in relation to the meetings may be addressed to the International Bureau at: [frontier.tech@wipo.int](mailto:frontier.tech@wipo.int).

September 24, 2025

A handwritten signature, possibly reading 'KW', is written below the date.